NOVEMBER 24, 1958 THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Exclusive: the 50 blue chip agencies in radio-tv this year Page 35

Radio's top satisfied customers explain why they keep buying Page 61

Is the President entertaining ideas of a super-FCC? Page 68

WJR doesn't like CBS Radio's changes, severs 23-year-old tie Page 98

Courtesy of RADIO CORPORATION OF AMERICA

SEE THE DIFFERENCE KPRC-TV MAKES

Food looks so real you more than see the difference—you almost taste it.

Sports *come alive*. Drama actually breathes, and the commercials—the commercials are no longer signals for indifference. On KPRC-TV in Houston, commercials sell, for at KPRC-TV they have believed in television from the very first and put their skills and fortune behind this belief. The result—reasonably priced TV that is *performance-proved*. KPRC-TV has created a new dimension in home entertainment and it has given you one more good reason to expect the first and best in television—today and tomorrow, too!

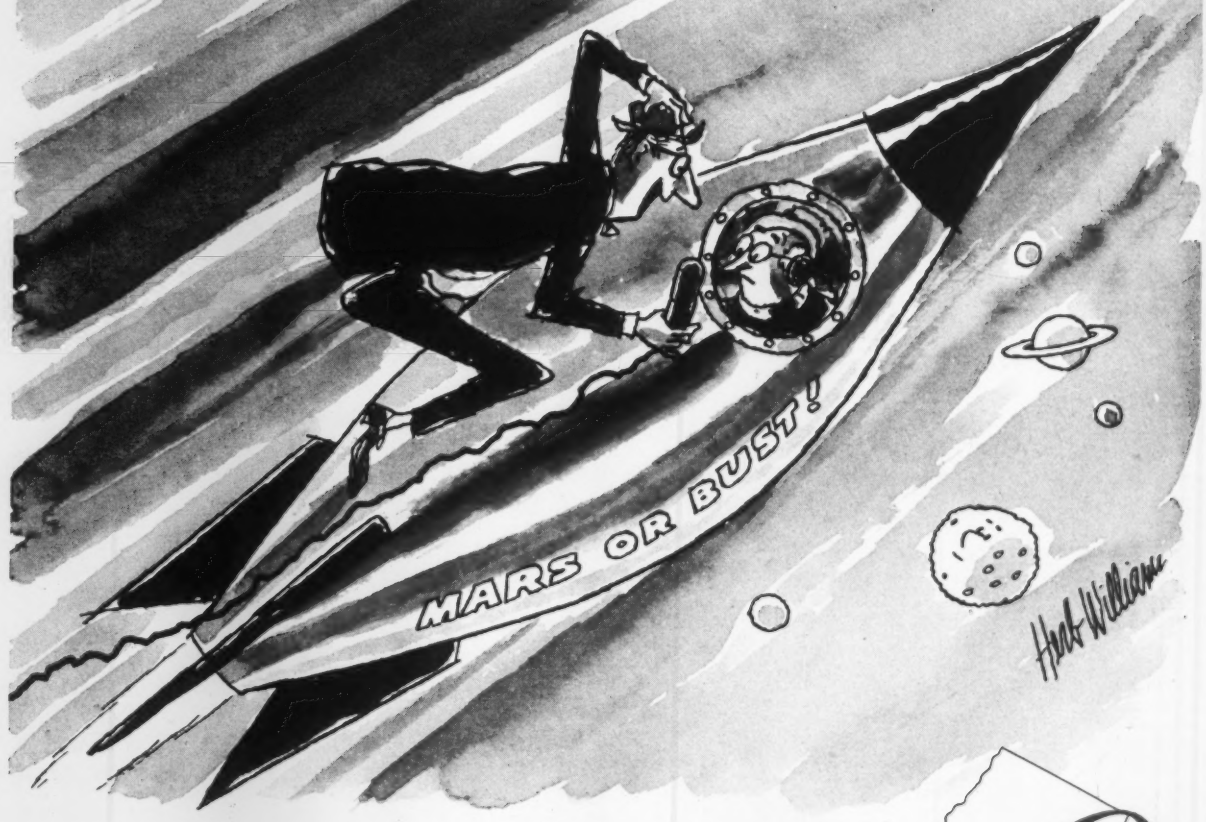
KPRC-TV

KPRC-TV IN HOUSTON, TEXAS
THE STATION YOU CAN TRUST

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



Fast, accurate news coverage is one reason Beeline stations deliver a large and responsive audience in the Billion-Dollar Valley of the Bees. The five Beeline stations have their own news staffs for on-the-spot local news stories. They work closely with McClatchy newspapers and tie into available network news shows to add depth to their coverage.

As a group purchase, these radio stations deliver more radio homes than any combination of competitive stations . . . *at by far the lowest cost-per-thousand.* (Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic

CBS

NBC... ...ABC

Represented by the **P.G.W. Colonel**

multi-city buying is in fashion, too

Capes are the last word in menswear fashion, but buying WGAL-TV's low-cost, multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.

STEINMAN STATION
Clair McCollough, Pres.

316,000 WATTS

WGAL-TV

CHANNEL 8 · Lancaster, Pa. · NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • $3¾ billion annual retail sales • $6⅔ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury
Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

closed circuit.

JWT RIDES A BOOM • J. Walter Thompson which this year became biggest radio-tv agency (see story page 35) has firm grip on radio-tv billing dominance, its officials anticipating no slackening in its continuing upward drive. Assuming JWT's structure of major radio-tv accounts remains fairly stable and U.S. economy suffers no setback, agency's broadcast billing should go higher still in 1959 on momentum alone. It's known, moreover, that from its huge stable of accounts, agency plans to come up with additional tv business from accounts now not so committed.

•

Broadcast media are providing greater share of overall billing among most top agencies. Annual billing survey underscores this particularly among top 15 radio-tv agencies. Of top 15, share of nine was up (six of these 8% or more), share of three remained at same level while only three were down only slightly.

•

FASTER THAN SOME EYES • That Telecommunications Advisory Committee appointed last week by OCDM to advise President (page 68) caught trade associations by surprise. Electronic Industries Assn. had inkling that committee formation was in process because it had been asked to recommend some names (none of whom, incidentally, was chosen), but NAB was caught flatfooted. Both EIA and NAB officials are fretful and little bit alarmed. That's because there isn't wholly-oriented electronics manufacturer or broadcaster in group—although Gen. Corderman is vice president of electronics firm Litton Industries Inc. and Dr. Kear may be considered associated with broadcast business through his consulting engineering firm.

•

Non-broadcasting interests of new committee were further emphasized at its first meeting last Tuesday, it's understood. There was talk of "inconsistency" in fact that FCC spends so much of its time on broadcast matters although other services and licensees far outnumber broadcasters and use much more spectrum space. This was one of many subjects discussed with FCC Chairman John C. Doerfer who spent most of first day's meeting with committee.

•

PCP'S REACTION • It was no surprise to CBS Radio officials, according to inside sources, that WJR Detroit chose disaffiliation instead of network's new "Program Consolidation Plan" (story page 98). It's said key network officials predicted WJR would refuse to go along and believe some other affiliates will take same action. Contracts embodying principles of new plan went out to affiliates last Thursday (Nov. 20). Network officials have assured stations they'll make no "special deal" with anyone to entice acceptance.

Planning ahead of Jan. 5 effective date of "Program Consolidation Plan," CBS Radio executives see good chance that, despite project's cutback in network programming, CBS Radio Div. will wind up with not fewer but more employes than in past. This is on theory that owned stations will need more personnel for local programming. So-called personalities, it's reported, are getting harder to find.

•

OVERSIGHT • If Legislative Oversight Subcommittee is renewed by 86th Congress, as indications are it will be (story page 74), look for basic changes in its staff. One high-level subcommittee source said last week staff would have to be improved "both in quality and quantity." From outset, subcommittee has had staff troubles, most spectacular of which was ouster of first chief counsel, Bernard Schwartz.

•

One thing is sure—future of subcommittee is not included in future of Stephen J. Angland, top attorney on staff experienced in FCC matters. Mr. Angland has informed Chairman Oren Harris of plans to to enter private practice. Chief Counsel Robert W. Lishman has indicated willingness to stay on but emphasized: "I don't plan to make this my career." At present staff is well below full strength because of resignations and economy cuts.

•

NEW PAPERS • Proposal to revise broadcast license renewal forms—which has been up and down several times during past year—finally got green light from FCC last week. Notice of proposed rulemaking will be issued this week or as soon as plates of forms can be printed to accompany notice. It's understood revised forms, particularly those dealing with listing of spot announcements and program categories, follow pretty closely recommendations of broadcast committee.

•

Technical headaches that delayed widespread use of fm subcarriers to multiplex functional music and other paid non-broadcast services have now been supplanted by development of ingenious new gadget—multiplex adapter that enables normal fm receivers to pick up special signals. Appearance of adapters on West Coast has multiplexing stations wondering if "pirating" of subscriber services will become popular because of low-cost adapter.

•

LITTLES AND BIGS • Small Chicago advertising agency (Rocklin Irving Assoc.) has been visited by Washington investigator past fortnight in connection with pattern of local tv advertising, reportedly among network tv stations. Agency, which specializes in tv use by small advertisers, won't identify government body involved, but claims local clients have been squeezed out of prime viewing hours by stations in favor of national spot advertisers.

•

Mutual, which long has felt handicapped because of its location in New York's Times Square area, is reported to be shopping for new headquarters in Madison Ave. sector. Present lease expires next June and new management is on lookout for quarters on East Side, where closer liaison can be effectuated with agencies.

•

LOCAL LOOKS • To get first-hand familiarity with their affiliates' local practices affecting network operations—to see whether triple-spotting exists, for example, and whether affiliates are carrying network promotional material—all three television networks understood to have signed for 75-market monitoring service by Broadcast Advertisers Reports. Each market is to be monitored regularly under one-year contracts.

•

Junior editions of Nielsen Coverage Service No. 3 expected to be available shortly, designed for smaller agencies and stations which do not feel able to afford regular NCS No. 3. It'll consist of market-by-market data, reportedly at nominal price, with buyers permitted to purchase data on any number of markets.

•

AFTER EFFECTS • Temperature of quiz scandal may have cooled but its effects linger on: Pharmaceuticals Inc., which dropped *Twenty-One* quiz on NBC-TV Thursday night, and soon afterward replaced it with *Concentration*, game show, is unhappy. Reason: Reported ratings difficulties which also made advertiser call quits on *Twenty-One*. Possible replacement for *Concentration*, which is said to be about to go, is *It Could Be You*, audience participation package (Ralph Edwards-owned) that was summer replacement this season. Parkson Adv. is agency.

•

Co-production of tv film series reportedly set between Associated Artists Enterprises (merchandising for United Associated Artists) and studio in Australia. Series would use animation and live action with story line of explorations for prehistoric findings against background of bush country. Designed for children viewing, tv series was initiated by its merchandising possibilities in U. S.

•

TWO IN TIJUANA • New tv station across Mexican border from San Diego in Tijuana is reportedly ready to begin operation on ch. 12 under Azcarraga-O'Farrill ownership, identical with that of ch. 6 XETV, also Tijuana. Question is whether it will be English-language, like XETV, or Spanish.

EVERY
WEEK
IS A
RATING
WEEK!
RKO
WARNER BROS.
MGM
UNITED ARTISTS
ROCKET 86
SCREEN GEMS
SCREEN GUILD
MPTV
WSPD-TV is TOLEDO with its star-spangled top feature films . . .
Buy WSPD-TV . . . and you buy Toledo across the board!
Ask your Katz man
Storer Television
WSPD-TV Toledo
WJW-TV Cleveland
WJBK-TV Detroit
WAGA-TV Atlanta
"famous on the local scene"
WSPD-TV
CHANNEL 13 • TOLEDO

THE WEEK IN BRIEF

The Year's Top 50 Radio-Tv Agencies and JWT's Sweep—J. Walter Thompson is No. 1 with $113.5 million in broadcast billing, comes close to Ted Bates in combined spot and hits record high in tv-only. Page **35.**

Profile—Who handles which major broadcast accounts at JWT. Page **39.**

'Fortune' Scorches Tv—Magazine's December issue charges television is in season of "second-rate programming" and a "self-destructive cycle," says pay-tv may be "curative force." Page **48.**

No One Spared—Emil Mogul directs fire against tv programming, station rates and schedules, program rates and rating services. Page **54.**

Tongue-in-Cheek Subliminal Messages—New Butter-Nut Coffee commercial does humorous take-off on advertising aimed at the subconscious. Page **58.**

Radio Successes Highlight RAB Clinic—How-to-do-it reports on successful use of radio are presented in RAB's fourth annual session. Creativity in commercials is explored and agency people answer broadcasters' questions. Page **61.**

Spectrum Inspectors—Telecommunications Advisory Committee appointed by President with mission to look into administration and use of spectrum. Report asked by Dec. 31, leading to belief President intends to suggest measures to Congress. Five-man committee headed by former Bell System executive. Page **68.**

McConnaughy Fires Back—Denies soliciting or accepting bribe for his vote in Pittsburgh ch. 4 case as House subcommittee remains unsuccessful in efforts to learn who started the rumors. Congressmen undecided on whether any more testimony will be taken. Page **74.**

Harris Switched Signals—Recommendation to be made that Legislative Oversight Subcommittee be continued in some form during 86th Congress. Committee receives staff report accusing Attorney General of failure to prosecute "gross violations" in form of *ex parte* contacts made to FCC. Page **74.**

Meeting of the Minds—Oversight Subcommittee hears panel of outstanding lawyers, educators and government officials discuss ways to cure the ills of regulatory agencies. Page **76.**

Craven Bows Out of Ch. 13 Case—FCC acts on appeals court mandate and orders new oral argument on Indianapolis ch. 13 concurrently with statement by Comr. T.A.M. Craven that he won't take part in further proceeding. FCC lets Crosley continue operating WLWI (TV) Indianapolis pending new decision, denying request by contestant WIBC Indianapolis for joint operation. Page **80.**

BPA Redhot in St. Louis—Annual convention-seminar of promotion executives marked by flurry of inter-media statistics and admonitions to broadcasters to intensify promotional activities. Wilson named association president for coming year. Page **84.**

Broadcasters in SDX—WBAP-AM-TV's Bryon nominated for presidency of journalism fraternity. Sevareid named fellow. Page **88.**

Rebuke for RAB—Western States Advertising Agencies Assn. lashes out at Kevin Sweeney's proposal that advertisers bypass agencies and let RAB set up advertising. Page **91.**

How Mighty the Confederate Dollar?—Fremantle Overseas' President Paul Talbot volunteers to underwrite production of exportable tv film series giving prominence to Negroes to whatever amount producers feel would be lost by Dixie boycott. Other tv news made at International Advertising Assn. luncheon meeting in New York. Page **93.**

UA Gets More United—It's an eventful week at United Artists as (A) it gets tough with newspapers resulting in bigger radio-tv allocations in Chicago. (B) Solidifies its tv feature film sale operation by tossing its kitty of 163 post '48 films into a big U.A. hopper. (C) Strengthens its tv film series operations by promising prospective clients use of parent UA's ballyhoo department. Page **94.**

WJR Drops CBS Radio—Move to disaffiliate after 23 years attributed by station management to network's new "Program Consolidation Plan." WJR officials attack network "barter plan," say "pure program service" is "only healthy way" for network radio to live and grow. Page **98.**

Upbeat Note for ABC-TV—Primary affiliates meeting gets plans for fall and spring, is assured that daytime ratings will "build," heard reports of business gains. Page **99.**

AFTRA—Networks Make Progress—Hopes for an agreement on a new contract between the radio-tv networks and increase as networks make new contract proposal. Page **102.**

MR. HILL

Plea for Practical Selling—It's time for national advertisers to stop and reappraise ivory-tower advertising techniques, says Ivan Hill, executive vice president of Cunningham & Walsh, an agency which has practically made a career of studying selling at the source. If national accounts don't adopt some of the direct methods of their local retailing brethren, they may lose the evolutionary race, Mr. Hill warns in MONDAY MEMO. Page **119.**

DEPARTMENTS

ADVERTISERS & AGENCIES ... 35
AT DEADLINE ... 9
AWARDS ... 103
CHANGING HANDS ... 96
CLOSED CIRCUIT ... 5
COLORCASTING ... 15
EDITORIALS ... 120
FILM ... 93
FOR THE RECORD ... 109
GOVERNMENT ... 68
IN PUBLIC INTEREST ... 28
IN REVIEW ... 15
INTERNATIONAL ... 102
LEAD STORY ... 35
MANUFACTURING ... 100
MONDAY MEMO ... 119
NETWORKS ... 98
OPEN MIKE ... 22
OUR RESPECTS ... 26
PEOPLE ... 103
PERSONNEL RELATIONS ... 102
PROGRAMS & PROMOTIONS ... 106
PROGRAM SERVICES ... 101
RATINGS ... 43
STATIONS ... 95
TRADE ASSNS. ... 84
UPCOMING ... 101

BIG BEAR CITY
SAN BERNARDINO
POMONA
ONTARIO
RIVERSIDE
BEAUMONT
CORONA
PALM SPRINGS
LONG BEACH
SANTA ANA
The Fastest Growing Market in the World
LAGUNA BEACH
SAN JUAN CAPISTRANO
WARNER
OCEANSIDE
ESCONDIDO
JULIAN
ENCINITAS
RAMONA
Most people in San Diego prefer KCBQ to all other radio — by all ratings.
Now KCBQ brings Bartell Family Radio to 3½ million people with its new 50,000 watts.
LA JOLLA
kcbq
1170 in SAN DIEGO
CHULA VISTA
CAMPO
BARTELL FAMILY RADIO
COAST TO COAST
kya
woky
wake
wyde
kcbq
1170 in SAN DIEGO
AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.

at deadline

Nielsen to Offer Stock; Financial Details Bared

Radio-tv measurement services of A. C. Nielsen Co. operated in red from inception until fiscal 1957, but returned "modest profit" in 1957 and 1958. Details were disclosed Friday in preliminary prospectus filed with Securities and Exchange Commission for registration of proposed public stock offering.

Capital developed will be used for expansion plans including instantaneous tv rating service and local broadcast service in Canada as well as other countries where Nielsen subsidiaries operate.

Prospectus also said another company recently has offered service using device which furnishes instantaneous report of tv viewing in key cities through leased wire system (ARB has such system, Arbitron), but Nielsen "believes such device infringes its patents and has filed suit seeking to enjoin any infringement." ARB Friday said it had heard of possible suit but knew of no court filing. Nielsen officials could not be reached for comment.

Nielsen, stemming from business founded by Board Chairman Arthur C. Nielsen in 1923, was reincorporated Nov. 14 in Delaware with stock distribution reorganized on 60-to-1 basis, prospectus showed. Week earlier company paid dividend of $6 per share and Nov. 17 board declared new quarterly cash dividend of 25 cents per share payable next Feb. 2. Two groups of new $1 par common stock are being offered public through Smith, Barney & Co., New York, at price and date yet to be established. First group consists of 62,280 shares culled from among holdings of present 30 stockholders who, besides Mr. Nielsen, and company officials, include Edgar Kobak, onetime president of MBS and now broadcast consultant. Culling was required to help offering of 64,500 unissued shares in second group produce sufficient parcel for initial over-counter public offering.

Mr. Nielsen will retain 100% of 480,000 shares Class B special issue stock with par value of 2 cents per share. His common share holding is 35%. Officers and directors hold aggregate of 64%. Firm now has 750,000 shares common authorized with 570,000 shares to be outstanding after offering.

Prospectus showed current income of Mr. Nielsen at close of fiscal year Aug. 31 was $85,000 (plus retirement estimate $20,836); income of President Arthur C. Nielsen Jr., $44,979 (retirement $13,593).

Corporate net profit after taxes in 1958 was $1.1 million on gross of $24.3 million. Firm has 3,350 fulltime workers, 450 parttime.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 35.

PIZZA FOR CHRISTMAS • American Home Products Corp. (Chef Boy-Ar-Dee pizza), N. Y., understood to be launching pre-Christmas spot radio campaign in about 75 markets from Dec. 15-30, using up to 12 spots weekly to reach teen-age market primarily. Agency: Young & Rubicam, N. Y.

TAREYTON STARTS YEAR CAMPAIGN • American Tobacco Co. (dual filter Tareyton cigarettes), N. Y., understood to be placing 52-week tv spot campaign in undetermined number of markets, starting this week. Agency: Lawrence C. Gumbinner Adv., N. Y.

WINE SPOTS • Monsieur Henri Wines Ltd. (wine importers), N. Y., names Product Services Inc., N. Y. Spot tv and trade media to be used initially.

Cunningham Denies KISD Request To Drop Protest in KIHO Sale

FCC Chief Hearing Examiner James D. Cunningham has denied request of protestant to withdraw protest. Decision issued against KISD Sioux Falls, S. D., which had protested August 20 FCC approval of sale of KIHO Sioux Falls from James A. Saunders to William F. Johns Jr.

Seems because of protest action, KIHO sued KISD and vice versa in local court. Suit was settled out-of-court and terms included dropping of FCC litigation and payment by Mr. Johns to KISD of $10,000 over 10 month period beginning June 30, 1959—with proviso that unpaid monthly payments would be forgiven if Mr. Johns withdrew from KIHO ownership and Sioux Falls market. Examiner Cunningham termed this agreement private settlement, while protest is matter of public interest.

Union, Networks Negotiations Back on Formal Basis Today

Negotiators for radio-tv networks and American Federation of Television & Radio Artists had no formal meetings scheduled for this weekend but it was reported unofficially there would be at least one informal session prior to resuming full-fledged talks today (Nov. 24). Although AFTRA's strike deadline was Nov. 15, union has instructed its members to remain on job until further notice (see page 102).

Networks and union agreed earlier in week that "considerable progress" has been achieved in main issue of videotape rates and conditions, but specifics still have to be worked out. AFTRA also is insisting on "unfair station clause" whereby networks would agree not to feed live programming to affiliates on union's "unfair list."

Carlock Joins BDA As Chairman

Merlin E. (Mike) Carlock, former vice-chairman of Calkins & Holden, today (Nov. 24) becomes board chairman of Burke Dowling Adams Inc., New York-Atlanta, confirming reports to this effect ever since Mr. Carlock, following management split, resigned from C&H. B. D. Adams, who founded agency in 1939 along with senior Vice Presidents Thomas Dixcey and Edward C. Hoffman, will relinquish chairmanship to devote full time to presidency.

Mr. Carlock resigned from C&H in early October, reportedly over agency's failure to effect merger with Adams agency [ADVERISERS & AGENCIES, Oct. 13]. He said he had "no vest-pocket accounts," but there exists possibility that he might woo New York Stock Exchange account, with which he was closely identified and which he placed in tv test in upstate New York.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 14-20 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Nov. 14	*Phil Silvers* (9 p.m.)	CBS-TV	23.7
Sat., Nov. 15	*Gunsmoke* (10 p.m.)	CBS-TV	34.2
Sun., Nov. 16	*Loretta Young* (10 p.m.)	NBC-TV	29.5
Mon., Nov. 17	*Desilu Playhouse* (10 p.m.)	CBS-TV	28.8
Tues., Nov. 18	*Rifleman* (9 p.m.)	ABC-TV	24.2
Wed., Nov. 19	*Milton Berle* (9 p.m.)	NBC-TV	24.6
Thurs., Nov. 20	*Zorro* (8 p.m.)	ABC-TV	21.9

at deadline

Tv Must Return the Fire Of Print Media, TvB Told

When broadcast station is "sold out" it's "either a monopoly or underpriced," Lawrence H. Rogers II of WSAZ-TV Huntington, W. Va., board chairman of TvB, declared Friday (Nov. 21) at TvB annual meeting in New York (see page 92).

"It behooves all of us to re-examine our rate structures and our package-plan discounts. . . . We simply must not give away our birthright by selling too cheaply the greatest impact medium ever devised."

Mr. Rogers said that "allegations of too many commercials were brought on in most instances by abuse of program standards in pursuit of a fast buck. And today station after station finds itself either 'sold out' or inviting advertiser reprisal by jamming up commercials. . . . I sincerely believe that a careful scrutiny of the many 'plans' and 'bulk discounts' into which we rushed at the first sign of a soft market are now responsible for many of our woes."

But these problems, he said, "pale by contrast with the concentrated and ever-increasing onslaught of television by the purveyors of print. . . . Sales must be really tough in print, because here comes *Fortune* with a nifty piece of Goebbels propaganda called 'Tv, The Light That Failed' (see page 48). If there is a light that fails in this most marvelous of all engines of communication, then it is we ourselves who will have thrown the switch. . . . Irresponsible claims and vicious slander will continue and increase so long as the television operators themselves maintain a passive attitude."

Both TvB and NAB are supplying stations with promotional films and slides, Mr. Rogers said, but stations must use not only this material but also develop their own crusades in their own ways.

"Television," he said, "is too great an instrument for the public good to take lying down the repeated bitter and untruthful attacks of publications."

In his annual report TvB President Norman E. Cash recounted tv's business growth in past year and detailed TvB activities. He said TvB's current monthly income of $76,531, up 5.5% from year ago, is spent thus: sales 39%; sales promotion 23.4%; sales research 17.1%; general administration 15.1%, and membership 5.4%.

Mr. Cash said combination of TvB and its members deserved credit for "record turnabout from a recession to a boom within the last 10-month period."

Hyde Addresses Farm Directors

FCC Comr. Rosel H. Hyde believes that when station hires people with special knowledge for benefit of station's audience this has more significance to FCC than all lists of classifications "of uninspired programs." Mr. Hyde commended stations which do this type of "public service." He made these observations in speech to be delivered Saturday in Chicago before National Assn. of Radio-TV Farm Directors.

Hill Re-Opens Ch. 4 Hearings To Learn If Rumors Deliberate

Congressional investigators will re-open Pittsburgh ch. 4 hearing today (Nov. 24) in effort to ascertain if rumors of bribe offers, or solicitations, to former FCC Chairman George C. McConnaughey totaling $250,000 were deliberately started (see earlier story, page 74). Legislative Oversight Subcommittee completed several days of hearings on bribe rumors last Monday (Nov. 17) without learning who started rumors or if solicitations actually were made, and if so by whom. Hearing starts at 10 a.m. in Rm. 1334 of New House Office Bldg.

"We now have to look into the further possibility that these rumors may have been deliberately started as part of a plan to bring about McConnaughey's disqualifying himself from the case," Chairman Oren Harris (D-Ark.) said in announcing this week's session. He said subcommittee would receive testimony today from George Sutton (who already has testified twice), former attorney for Tv City Inc., which got ch. 4 grant after merging with Hearst-WCAE Pittsburgh. William Matta, one of three applicants for Pittsburgh facility who withdrew following merger of Tv City-Hearst, also will testify.

Clipp Heads TvB Board

Roger Clipp of WFIL-TV Philadelphia elected chairman of board of TvB at annual meeting Friday in New York, succeeding Lawrence H. Rogers II of WSAZ-TV Huntington, W. Va. Norman E. Cash re-elected president; Otto Brandt, KING-TV Seattle, named secretary, and Payson Hall, Meredith Publishing Co. stations, treasurer. Louis Read, WDSU-TV New Orleans, and Don Davis, KMBC-TV Kansas City, were elected to board, while Messrs. Brandt and Hall, Robert Tincher of WHTN-TV Huntington and A. W. Dannenbaum of Westinghouse Broadcasting Co. were re-elected directors.

New Protests of AT&T Increase

NAB, the news wire services, American Newspaper Publishers Assn. and others Friday protested revised (modified) increases in tariffs for private line teletypewriter services, scheduled by American Telephone & Telegraph Co. and Western Union to go into effect Dec. 1, and asked statutory 90-day suspension of increases. FCC will act on protests this week. [AT DEADLINE, Nov. 17]. NAB said revised tariffs are same or only slightly less than those proposed in September and that increased costs ranging as high as 100% would "undoubtedly" be passed on to broadcasters from news agencies serving them.

PEOPLE

HARVEY STRUTHERS, general manager of ch. 18 WHCT (TV) Hartford before station was sold by CBS, moves to CBS-TV Stations Div. as director of station services. CBS announced last month it intended to darken Hartford u, then sold station to Edward D. Taddei, former general manager of Triangle-owned WNHC-AM-TV New Haven [STATIONS, Nov. 17].

HOWARD SHANKS, previously with Benton & Bowles, to Grey Adv., as vice president and creative director.

EDWARD E. VOYNOW, executive vice president and partner in Edward Petry & Co., station representative, Chicago, appointed by Illinois Gov. William G. Stratton to state race board. Mr. Voynow has bred and owned race horses past 22 years and races in partnership with **STANLEY HUBBARD,** president and general manager, KSTP-AM-TV Minneapolis.

CHALMERS H. MARQUIS JR., director of development at WTTW (TV) Chicago, non-commercial station, named programming director. He succeeds **JAMES ROBERTSON,** who becomes station relations director at Educational Television & Radio Center, Ann Arbor, Mich.

MICHAEL A. WIENER, formerly with Television Bureau of Advertising's film production department, named sales development production supervisor of ABC-TV, effective today (Nov. 24).

$529,246 Net, 40¢ Dividend Declared by WJIM-AM-FM-TV

Net income of $529,246 for nine months ending Sept. 30 has been reported by Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich. This compares to net income of $502,003 for same period last year.

Report, sent to stockholders with payment of 40¢ quarterly dividend, showed following for first nine months this year:

Operating revenues, $1,994,496; costs and expenses, $962,100; other income, $61,606; provision for federal income tax, $564,756. Same period last year operating revenue was $1,970,767; costs and expenses, $970,648. Report stated $285,000 has been paid out in dividends for first nine months this year, leaving net earning of $244,246 retained in business. Gross Telecasting Inc. has 200,000 shares common and 200,000 Class B common outstanding.

Heublein Honors DSI Air Ban

Heublein Inc. (Smirnoff vodka), Hartford, Conn., would try air media if liquor ad promotion could be done "within DSI framework."

Thus, Heublein, which is member of Distilled Spirits Institute, will abide by DSI ban on radio-tv liquor ads (see page 66). Spokesman was Heublein's Edward G. Gerbic, advertising vice president, at Nov. 21 news conference in New York called by Heublein to hail DSI reversal of former policy banning women in liquor ads. Heublein uses radio-tv for non-liquor divisions.

WSLS

announces the appointment of

JOHN BLAIR & COMPANY

as national representatives

effective December 11, 1958

WSLS·TV

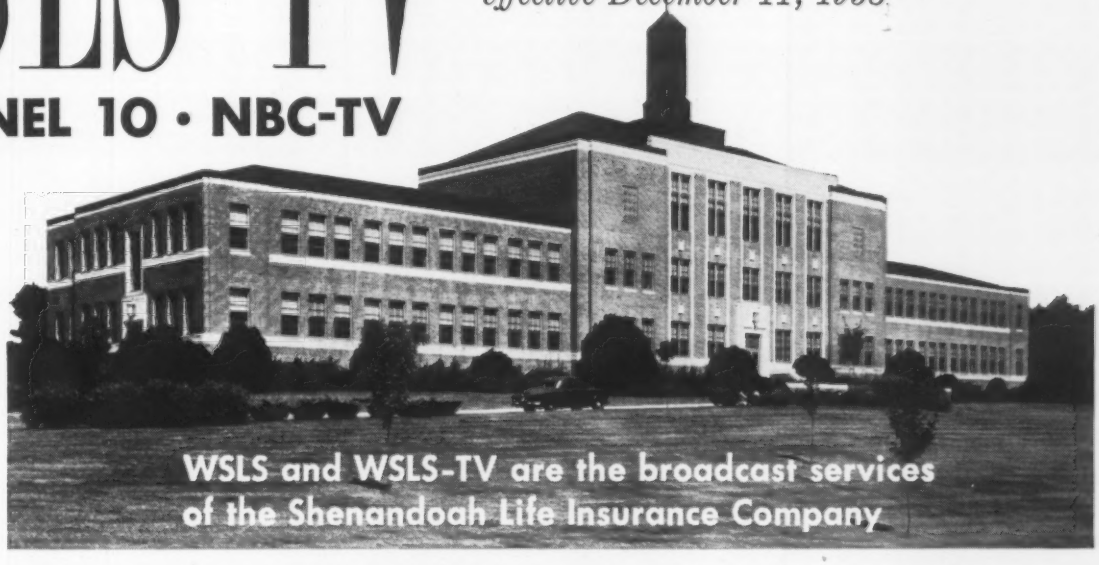
CHANNEL 10 · NBC-TV

announces the appointment of

BLAIR TELEVISION ASSOCIATES

as national representatives

effective December 11, 1958



ROANOKE

Blue-chip Market of the South East

Steady industrial and commercial growth, especially since 1950, have made Roanoke one of the three great market-centers of Virginia—a market rating and receiving individual consideration by major advertisers.

And the broadcast facilities of WSLS and WSLS-TV provide the advertiser with the economical means of developing business in the Roanoke market at a substantial profit.

Ever since 1940 WSLS has been building friends in the Shenandoah Valley. Programmed by an enlightened organization with the interests of its region close at heart, WSLS enjoys a strong listener-loyalty in the broad area covered by its 5,000-watt signal at the advantageous 610 frequency.

As early as possible, the Shenandoah Life expanded its broadcast services to include television. On the air since '52, WSLS-TV holds a dominant position in the greater Roanoke area. NBC affiliation and alert program policies have combined to make it a tremendous buy for the advertiser.

With full power of 316,000 watts on Channel 10, WSLS-TV has welded a 58-county area into the greater Roanoke market of 548,200 homes, in which WSLS-TV reaches 83,290 more homes than the combined audience of two other stations in the area.

Yes, the greater Roanoke market merits special consideration in your marketing plans. For data essential to those plans, check with your nearest Blair office.

NOW IN PRODUCTION

2nd GREAT YEAR

9 MONTH AVERAGE OF 50 MAJOR MARKETS

delivers 49.5% SHARE OF AUDIENCE!

in 2, 3, 4, 5, and 7 Station Competition! ARB, Jan. thru Sept. '58

"SEA

Starring

SMASH SHARE AND RATING figures from coast-to-coast!

5-Station KING-TV **SEATTLE-TACOMA** **45.3%** SHARE OF AUDIENCE 25.8 Rating ARB, April '58	4-Station WSPD-TV **TOLEDO** **72.1%** SHARE OF AUDIENCE 17.3 Rating ARB, Feb. '58	3-Station WTVJ **MIAMI** **66.2%** SHARE OF AUDIENCE 25.7 Rating ARB, July '58	7-Station WCBS-TV **NEW YORK CITY** **72.8%** SHARE OF AUDIENCE 37.5 Rating ARB, July '58
2-Station WBRC-TV **BIRMINGHAM** **61.7%** SHARE OF AUDIENCE 29.2 Rating ARB, June '58	3-Station WBAL-TV **BALTIMORE** **56.4%** SHARE OF AUDIENCE 25.1 Rating ARB, Aug. '58	2-Station KSLA-TV **SHREVEPORT** **82.9%** SHARE OF AUDIENCE 26.3 Rating ARB, May '58	4-Station WGN-TV **CHICAGO** **33.4%** SHARE OF AUDIENCE 20.3 Rating ARB, Aug. '58

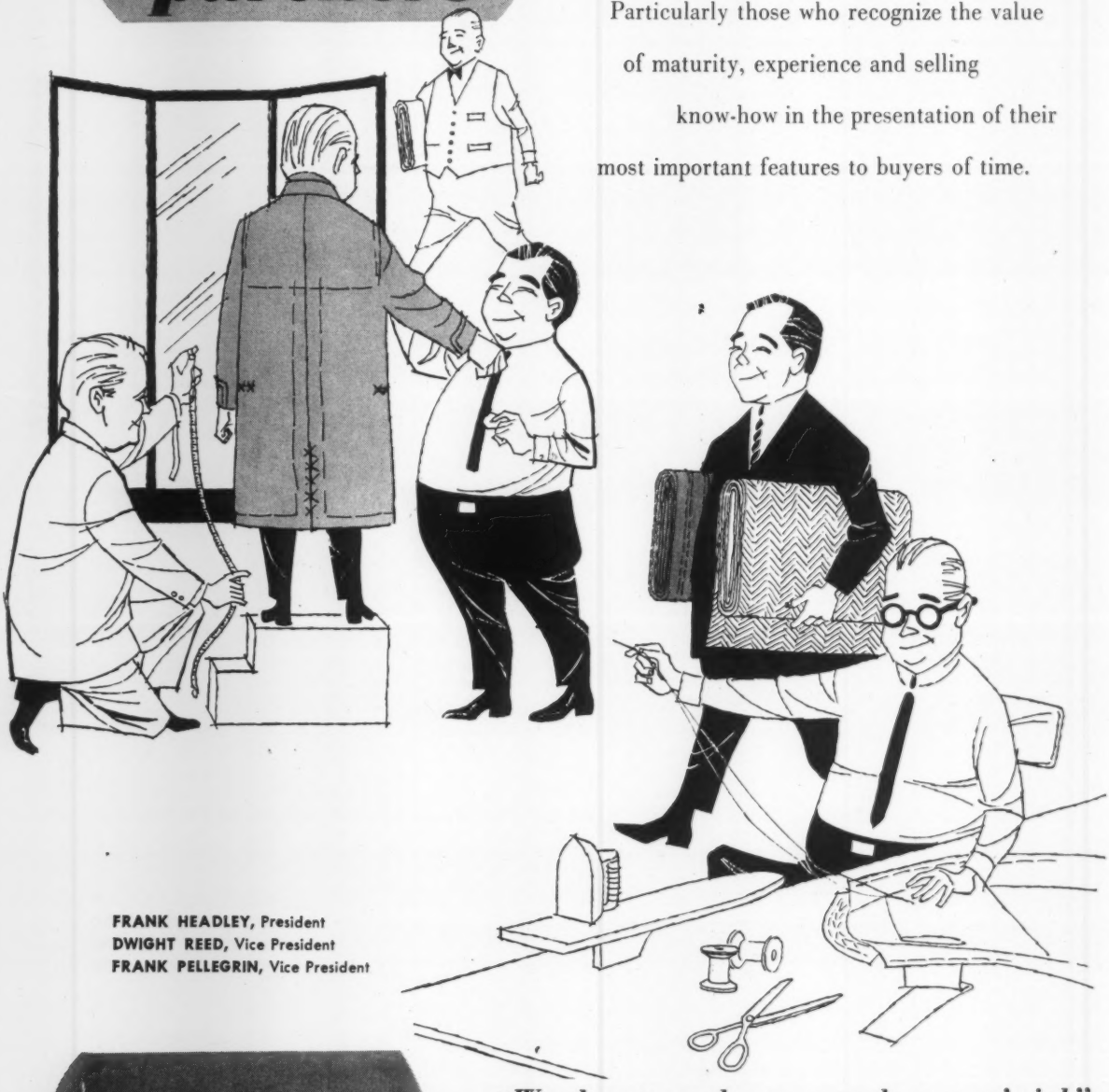
3-Station WJW-TV **CLEVELAND** **42.4%** SHARE OF AUDIENCE 22.0 Rating ARB, Aug. '58	3-Station WGR-TV **BUFFALO** **68.7%** SHARE OF AUDIENCE 23.5 Rating ARB, Feb. '58	4-Station WJBK-TV **DETROIT** **74.8%** SHARE OF AUDIENCE 17.8 Rating ARB, Aug. '58	3-Station WDSU-TV **NEW ORLEANS** **54.8%** SHARE OF AUDIENCE 28.1 Rating ARB, June '58
3-Station KCRA-TV **SACRAMENTO** **67.3%** SHARE OF AUDIENCE 39.9 Rating ARB, Feb. '58	2-Station WBTV **CHARLOTTE** **60.2%** SHARE OF AUDIENCE 28.1 Rating ARB, May '58	2-Station WHAS-TV **LOUISVILLE** **66.6%** SHARE OF AUDIENCE 34.8 Rating ARB, June '58	2-Station KDKA-TV **PITTSBURGH** **80.9%** SHARE OF AUDIENCE 35.5 Rating ARB, Mar. '58

ZIV Television

custom tailored representation...

working partners

The distinctive style of customized radio and TV station representation established and maintained throughout the years by the Working Partners of H-R, can be precisely tailored to the selling needs of any station. Particularly those who recognize the value of maturity, experience and selling know-how in the presentation of their most important features to buyers of time.



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

"We always send a man to do a man's job"

RADIO **H-R** TELEVISION
TELEVISION, INC.
REPRESENTATIVES, INC.

NEW YORK · CHICAGO · HOLLYWOOD · SAN FRANCISCO · DALLAS · DETROIT · ATLANTA · HOUSTON · NEW ORLEANS

ALCOA THEATRE

Although—or because—*Alcoa Theatre's* "Eddie" carried no speeches by the D. A., Mickey Rooney's earthy portrayal of a two-bit gambler-racketeer last Monday (Nov. 17) was one of the most potent "crime doesn't pay" lessons in quite a while.

To the accompaniment of a ticking clock plus great rhythm and trombone backing, Mr. Rooney shouted, cajoled, sweated and extemporized his way through an afternoon in the life of a man faced with raising a thousand dollars.

Most of the literary tricks were basic: having to sell the clock given by his mother; the news coming over the radio that another gambler, unable to pay his debts, had been beaten to death. But with the imaginative camera angles and the tailor-made part of Eddie, experienced-trouper Rooney provided an intriguing half-hour.

Production costs: Approximately $45,000. Sponsored alternating Mondays on NBC-TV, 9:30-10 p.m. EST, by Aluminum Co. of America through Fuller & Smith & Ross. Started Oct. 6; play "Eddie" telecast Nov. 17.

Executive producer: William Sackheim; producer: William Froug; teleplay by Alfred Brenner, Ken Hughes; director: Jack Smight.

CONTINENTAL CLASSROOM

This may be uncompromised education, but at the same time it's a pretty good show.

The physics class has high visual interest, smooth production, a compelling personality in charge and even guest-stars—showmanly elements any program would be glad to boast. Other assets are an audience of guaranteed interest (they wrote in and said so), local promotion by institutions giving class credit and a corps of sponsors who get air credits instead of commercials in return for paying production bills (NBC-TV donates the time).

Dr. Harvey E. White of the U. of California runs a polished, if tough, class on tv. The polish is the obvious result of minutely detailed preparation by professor and production staff. When they go on the air, they are ready with a fast-paced act, highlighted by compelling demonstrations, graphs and electronic visual aids.

It didn't take many daily classes to show the dilettante student that you get out of a course what you put into it. And after all, this was designed for high school teachers. But the nice thing for the non-credit crowd is that it is possible to cut class several times a week, neglect homework and still find out something about light and motion and maybe even atoms next semester.

Continental Classroom is an awesome contribution to a cause that has always been of wide concern but lately has been turned into a national emergency.

Sustaining on NBC-TV, Monday-Friday, 6:30-7 a.m. EST. Presented in partnership with American Assn. of Colleges for Teacher Education. Series is made possible through cooperation of Bell Telephone Cos., Ford Foundation, Fund for the Advancement of Education, General Foods Fund, International Business Machines, Pittsburgh Plate Glass Foundation, California Oil Co. and U. S. Steel.

Producer: Dorothy Culbertson; associate producer: Robert Rippen; director: Marvin D. Einhorn.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

NBC-TV

Nov. 24-28, Dec. 1-3 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Nov. 24-28, Dec. 1-3 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Nov. 24, Dec. 1 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey.

Nov. 24, Dec. 1 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Nov. 26, Dec. 3 (8:30-9 p.m.) *Price Is Right,* Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Nov. 26, Dec. 3 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson.

Nov. 27 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson Co.

Nov. 27 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Nov. 28 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA through Kenyon & Eckhardt.

Nov. 29 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Nov. 30 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt and R. J. Reynolds through Wm. Esty.

Nov. 30 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Greyhound through Grey and Timex through Peck Adv.

Nov. 30 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Dec. 2 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

ATLANTA		
Pulse, June, 1958	SERGEANT PRESTON	20.0
	State Trooper	19.5
	Honeymooners	19.5
	Silent Service	12.5
	Sea Hunt	11.7
BOSTON		
Pulse, March, 1958	SERGEANT PRESTON	24.5
	Harbor Command	23.5
	Sheriff Cochise	22.5
	Highway Patrol	22.2
	State Trooper	21.2
BURLINGTON		
ARB, April, 1958	SERGEANT PRESTON	43.8
	Whirlybirds	34.4
	Sea Hunt	29.3
	Highway Patrol	29.1
	Silent Service	13.8
DAYTON		
Pulse, May, 1958	SERGEANT PRESTON	31.0
	Highway Patrol	29.5
	Silent Service	29.3
	State Trooper	27.8
	Sea Hunt	19.8
JACKSONVILLE		
ARB, March, 1958	SERGEANT PRESTON	39.1
	Sea Hunt	32.6
	Sheriff of Cochise	31.6
	Whirlybirds	24.9
	Silent Service	21.3
LOS ANGELES		
ARB, April, 1958	SERGEANT PRESTON	15.3
	Honeymooners	13.0
	Sea Hunt	12.4
	Highway Patrol	9.0
	Silent Service	4.6
SAN LUIS OBISPO		
ARB, March, 1958	SERGEANT PRESTON	44.4
	Harbor Command	43.8
	Highway Patrol	41.9
	Sheriff of Cochise	35.0
	Sea Hunt	31.9

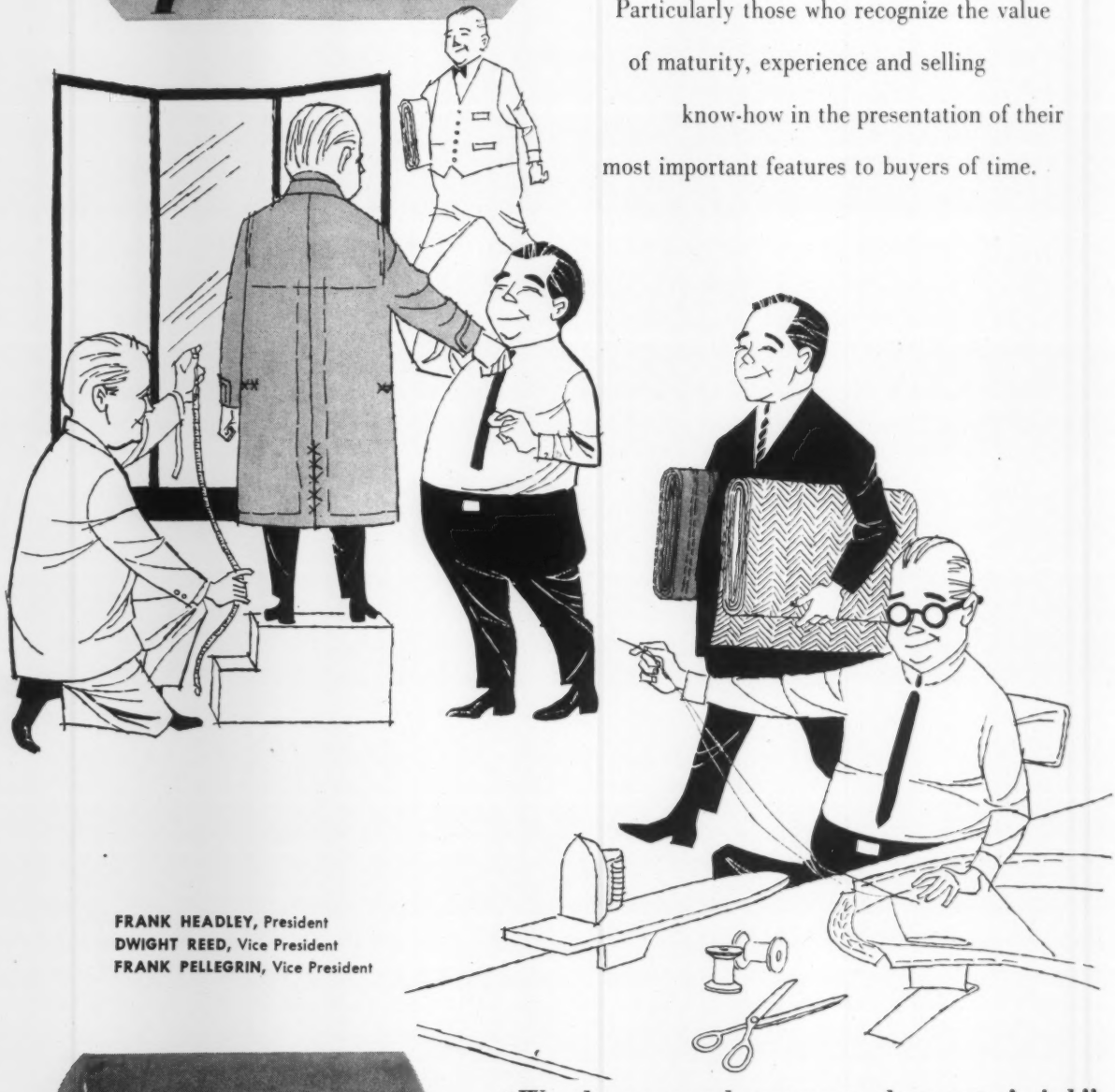
ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. · N. Y. 22 · PLaza 5-2100

custom tailored representation...

working partners

The distinctive style of customized radio and TV station representation established and maintained throughout the years by the Working Partners of H-R, can be precisely tailored to the selling needs of any station. Particularly those who recognize the value of maturity, experience and selling know-how in the presentation of their most important features to buyers of time.



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

H-R TELEVISION, INC.
REPRESENTATIVES, INC.
RADIO TELEVISION

"We always send a man to do a man's job"

NEW YORK · CHICAGO · HOLLYWOOD · SAN FRANCISCO · DALLAS · DETROIT · ATLANTA · HOUSTON · NEW ORLEANS

ALCOA THEATRE

Although—or because—*Alcoa Theatre's* "Eddie" carried no speeches by the D. A., Mickey Rooney's earthy portrayal of a two-bit gambler-racketeer last Monday (Nov. 17) was one of the most potent "crime doesn't pay" lessons in quite a while.

To the accompaniment of a ticking clock plus great rhythm and trombone backing, Mr. Rooney shouted, cajoled, sweated and extemporized his way through an afternoon in the life of a man faced with raising a thousand dollars.

Most of the literary tricks were basic: having to sell the clock given by his mother; the news coming over the radio that another gambler, unable to pay his debts, had been beaten to death. But with the imaginative camera angles and the tailor-made part of Eddie, experienced-trouper Rooney provided an intriguing half-hour.

Production costs: Approximately $45,000. Sponsored alternating Mondays on NBC-TV, 9:30-10 p.m. EST, by Aluminum Co. of America through Fuller & Smith & Ross. Started Oct. 6; play "Eddie" telecast Nov. 17.

Executive producer: William Sackheim; producer: William Froug; teleplay by Alfred Brenner, Ken Hughes; director: Jack Smight.

CONTINENTAL CLASSROOM

This may be uncompromised education, but at the same time it's a pretty good show.

The physics class has high visual interest, smooth production, a compelling personality in charge and even guest-stars—showmanly elements any program would be glad to boast. Other assets are an audience of guaranteed interest (they wrote in and said so), local promotion by institutions giving class credit and a corps of sponsors who get air credits instead of commercials in return for paying production bills (NBC-TV donates the time).

Dr. Harvey E. White of the U. of California runs a polished, if tough, class on tv. The polish is the obvious result of minutely detailed preparation by professor and production staff. When they go on the air, they are ready with a fast-paced act, highlighted by compelling demonstrations, graphs and electronic visual aids.

It didn't take many daily classes to show the dilettante student that you get out of a course what you put into it. And after all, this was designed for high school teachers. But the nice thing for the non-credit crowd is that it is possible to cut class several times a week, neglect homework and still find out something about light and motion and maybe even atoms next semester.

Continental Classroom is an awesome contribution to a cause that has always been of wide concern but lately has been turned into a national emergency.

Sustaining on NBC-TV, Monday-Friday, 6:30-7 a.m. EST. Presented in partnership with American Assn. of Colleges for Teacher Education. Series is made possible through cooperation of Bell Telephone Cos., Ford Foundation, Fund for the Advancement of Education, General Foods Fund, International Business Machines, Pittsburgh Plate Glass Foundation, California Oil Co. and U. S. Steel.

Producer: Dorothy Culbertson; associate producer: Robert Rippen; director: Marvin D. Einhorn.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

NBC-TV

Nov. 24-28, Dec. 1-3 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Nov. 24-28, Dec. 1-3 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Nov. 24, Dec. 1 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey.

Nov. 24, Dec. 1 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Nov. 26, Dec. 3 (8:30-9 p.m.) *Price Is Right,* Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Nov. 26, Dec. 3 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson.

Nov. 27 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson Co.

Nov. 27 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Nov. 28 (8-9 p.m.) *Further Adventures of Ellery Queen,* RCA through Kenyon & Eckhardt.

Nov. 29 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Nov. 30 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt and R. J. Reynolds through Wm. Esty.

Nov. 30 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Greyhound through Grey and Timex through Peck Adv.

Nov. 30 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Dec. 2 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

ATLANTA
Pulse, June, 1958
SERGEANT PRESTON 20.0
State Trooper 19.5
Honeymooners 19.5
Silent Service 12.5
Sea Hunt 11.7

BOSTON
Pulse, March, 1958
SERGEANT PRESTON 24.5
Harbor Command 23.5
Sheriff Cochise 22.5
Highway Patrol 22.2
State Trooper 21.2

BURLINGTON
ARB, April, 1958
SERGEANT PRESTON 43.8
Whirlybirds 34.4
Sea Hunt 29.3
Highway Patrol 29.1
Silent Service 13.8

DAYTON
Pulse, May, 1958
SERGEANT PRESTON 31.0
Highway Patrol 29.5
Silent Service 29.3
State Trooper 27.8
Sea Hunt 19.8

JACKSONVILLE
ARB, March, 1958
SERGEANT PRESTON 39.1
Sea Hunt 32.6
Sheriff of Cochise 31.6
Whirlybirds 24.9
Silent Service 21.3

LOS ANGELES
ARB, April, 1958
SERGEANT PRESTON 15.3
Honeymooners 13.0
Sea Hunt 12.4
Highway Patrol 9.0
Silent Service 4.6

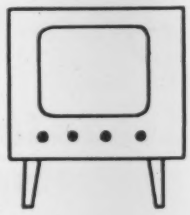
SAN LUIS OBISPO
ARB, March, 1958
SERGEANT PRESTON 44.4
Harbor Command 43.8
Highway Patrol 41.9
Sheriff of Cochise 35.0
Sea Hunt 31.9

ITC INDEPENDENT TELEVISION CORPORATION
488 Madison Ave. · N. Y. 22 · PLaza 5-2100

WHAT DO tel'e

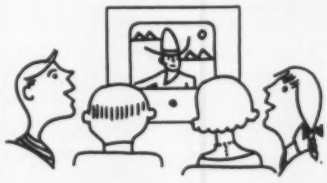
(A Primer of Prime Facts

1



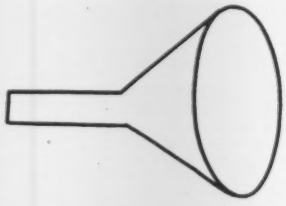
This is a television set.
Today 43 million U. S. homes have one (or more) of them.

2



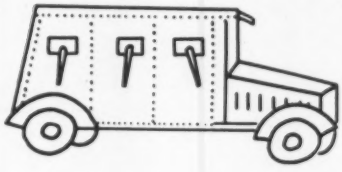
This is a typical family.
Over 98% of all U. S. families are within the range of today's television stations.

3



This is a television picture tube.
On it, during 1957 have appeared the messages of 4,447 advertisers – regional and national – carried right into family living rooms.

4



This is an armored car.
It would take 750 of them to transport the gold equivalent of the more than 1¼ billion dollars spent with television last year by all its advertisers.

5

This is an ear.
During an average week the television medium reaches the ears of over 40 million U. S. families.

NOTHING HAS EVER GROWN SO FAST! In 1951, American families spent 54 million hours a day watching television in some 10 million TV homes. During January of 1958 alone, *259 million hours a day* were spent with television in 42½ million-plus TV homes! Within the same period, advertising expenditures in the television medium soared from about ⅓rd of a billion dollars to well over 1¼ billion!

These things don't just happen. Realistically, it attests to TV's universal appeal throughout all of what Mr. Shakespeare called the seven ages of man (as well as women who, statistics show, live even longer). Television has enticed people out of their beds at dawn to hear a discourse on Thomas Wolfe. It keeps them up far after midnight to see how a movie ends. It assembles an audience for a single program within a single hour that is many times greater than Broadway's longest-running hit could have played to in a century of performances. Television is the 20th century phenomenon that lets a fan in Wyoming be at a ball game in Milwaukee and see it better than from the best box seat in the park. Television is the biggest purveyor of news in today's world . . a reporter that makes eye-witnesses of everybody – and regularly makes news itself.

And television is America's most forceful salesman. It sells face-to-face, right in the family circle. It sells as a friend, not a stranger. It sells with the triple persuasion of voice, sight, and motion. Skilfully used, it sells at an unbeatable level of efficiency and economy.

Television is for advertisers who want to go places. Television itself today goes about everywhere. The corollary is obvious.

WE *BELIEVE* IN TELEVISION

That's why we are publishing this advertisement in its behalf. Since 1931 (when TV was only a glimmer in engineering eyes), BROADCASTING Magazine has been *THE* authoritative reporter of everything new and significant in the field of electronic media and broadcast advertising. With the largest (by far) editorial and news-gathering staff in its field . . the most extensive background of knowledge about every phase of broadcasting . . and the prestige of having literally "grown up" with this multi-million dollar business – it is only logical for BROADCASTING to be recognized as the most authentic, most widely-read journal in the fast-moving realm of Television (and Radio).

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

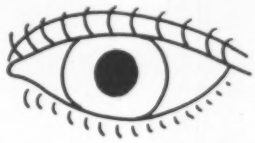
YOU KNOW ABOUT

tel′e•vi′sion?

About America's Most Amazing Advertising Medium)

(tĕl′ĕ•vizh′ŭn; tĕl′ĕ-; tĕl′ē•vĭzh′ŭn), *n.* The transmission and reproduction of a view or scene by any device which converts light rays into electrical waves and reconverts these into visible light rays.—**tel′e•vi′sion•al** (-ăl), **tel′e•vi′sion•ar′y** (-ĕr′ĭ *or, esp. Brit.,* -ēr•ĭ), *adj.*

6

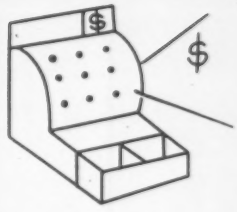


This is an eye.
Television has the eyes of the average U. S. family for 5 hours and 56 minutes every day.

7

This is movement.
Among all major media, only television combines the fascination of motion with voice and visual impact.

8



This is a sale being rung up.
The chances — most conservatively — are one in three that television helped to make it.

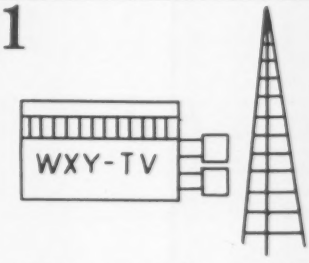
9

This is an advertiser.
He is a sleek, happy one because he's found how television, properly used, sells more of what he makes.

10

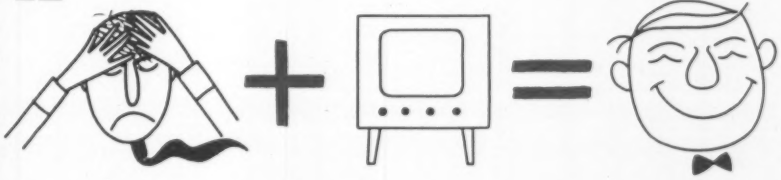
This is also an advertiser.
He is not very happy, poor fellow. He doesn't believe in television (or that it's *really* responsible for his competition's success).

11



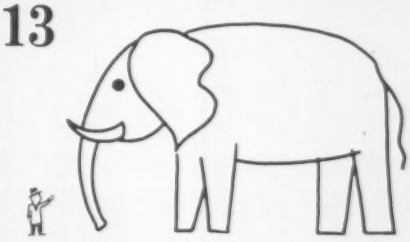
This is a television station.
There are now over 500 commercial television stations in the country today — with more than 100 others a-building.

12



This is a formula.
It is a simple one that keeps working for more and more advertisers. Local, regional or national advertiser, *you* can cut the fabric of television to fit your needs. After all . . .

13



Anything so big can't be ignored!
And television is one of the biggest, most compelling forces in the lives of today's consumers. Come into their living rooms. It pays!

*UP! UP! UP!
14 OUT OF 15 ROCHESTER FAVORITES
322 FIRSTS OUT OF 455 COMPETITIVE QUARTER HOURS
10
* Rochester Metropolitan Area TELEPULSE March 1958
141 FIRSTS OUT OF 168 NIGHTTIME QUARTER HOURS
181 FIRSTS OUT OF 287 DAYTIME QUARTER HOURS
NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV
In Rochester, N. Y.
IT ALL ADDS UP TO
10
CBS BASIC

BOOKS

MORE IN ANGER: Some Opinions, Uncensored and Unteleprompted by Marya Mannes. J. B. Lippincott & Co., Philadelphia. 189 pages. $3.50.

CBS Newsman Eric Sevareid, referring to the columns of Marya Mannes, ex-*Vogue* feature editor and now a radio-tv critic for *The Reporter*, feels her talent to be "a precious rarity in today's America." Probably because Miss Mannes is a sharp, witty and often furious commentator on the social scene. Her anger, she says, is not one of bitterness but of indignation.

She thinks television is a useful contribution to our present day structure of life, but only if taken in moderation and then with some forethought. For Americans, she believes (pointing to a glut of westerns, giveaways and inane daytime serials) are suffering from "a spiritual leukemia . . . an invasion by the white cells of complacency and accommodation. . . ." This book contains just a sampling of Miss Mannes' output for *The Reporter* over seven years, but this small amount is worth reading.

COLLEGE TEACHING BY TELEVISION edited by John C. Adams, C. R. Carpenter and Dorothy R. Smith; published by American Council on Education, 1785 Massachusetts Ave., N.W. Washington 6, D.C. 235 pages. $4.

What does college faculty think about television in relation to teaching and learning?

To find out, the American Council on Education organized "Conference on Teaching by Television in Colleges & Universities" last year at Pennsylvania State U. *College Training by Television* mainly is a verbatim report of papers delivered at that four-day session.

The meeting brought together "the varied and sometimes conflicting experience of those who have worked with the medium in its experimental stages and who are or have been directly engaged in teaching." In reproducing the panel discussions, informal sessions, demonstrations and papers delivered at the conference, *College Training by Television* deals with what must be every facet of etv. Rounded off by a selected bibliography on the subject, the book proves a meaty one for teachers and administrators interested in the potentialities of television for instruction.

'MERGER' DIVIDENDS

ABC Vice President Sterling C. Quinlan has completed negotiations with Producer John Wildberg for theatrical and motion picture production of his book, *The Merger*. The novel [IN REVIEW, Oct. 13] is in its third printing and is the basis for a projected lecture tour by Mr. Quinlan, vice president in charge of the network's WBKB (TV) Chicago. The lecture topic: mergers. Mr. Wildberg is perhaps best known for his Broadway production of *Anna Lucasta*.

The tale of the Cool Muffler

Once upon a time there was a man named Max Ross who was distributor in a town called Muskegon for mufflers called Midas.

Now, Max was no ordinary distributor, content to lean on national advertising to sell his mufflers. Max was one of those fellows sometimes called a "go-getter". When the man from WOOD-TV called, he popped.

But you know about those go-getters. They're tough — keep asking for things like imagination, interest, sell. And in local TV production, sometimes these elements are a little tricky to find.

But, did he have troubles at WOOD-TV? Not a minute. Without a lot of huffing and puffing he got local commercials that had (1) imagination (2) interest (3) sell.

The week of the World Series, staffman Melvoin characterized Casey Stengel; when Elfrida Von Nardroff went to defeat on "21", Melvoin was Elfrida Von Midas. Here he does a takeoff under the moniker of Jazzmo Midas.

Now, because he's a go-getter and because he uses WOOD-TV-produced commercials that have (1) imagination (2) interest (3) sell — Max is distributor for Midas Mufflers in Muskegon (pause) Grand Rapids (pause) and Kalamazoo.

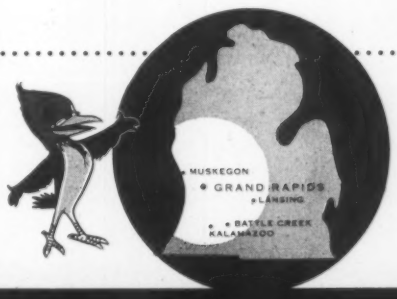
If you have a client who is a go-getter, tell 'im about WOOD-TV and he'll prosper like Max. If he's a meat head, tell 'im anyway. Together, we might make him successful in spite of himself.

Now, call that Katz cat that's been hanging around your door.

WOOD-TV is first - morning, noon, night, Monday through Sunday - May '58 ARB Grand Rapids

WOOD-AM is first - morning, noon, night, Monday through Sunday - April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

...and just as BIG as before!

The enormous audience response to MGM features in their first runs is now being repeated in the record breaking re-runs! These are the ratings that are rocking the trade as Leo does it again and again in city after city!

encore!
encore!
in New York
57%
share of the audience
with "HONKY TONK" re-run!
WCBS-TV, Late Show, Sept. 25
encore!
in Atlanta
46%
share of the audience
with "THE SEARCH" re-run!
WSB-TV, 5 to 7 P. M., Sept. 6
encore!
in Baltimore
50%
share of the audience
with "BATAAN" re-run!
WJ Z-TV, Early Show, Sept. 11
encore!
in Miami
58%
share of the audience
with "WHITE CLIFFS OF
DOVER" re-run!
WCKT-TV, Midday Movie, Sept. 9
MGM-TV
A Service of Loew's
Incorporated
Write, wire or phone: Richard A. Harper, General Sales Manager 1540 Broadway, New York 36, N. Y. · JUdson 2-2000

KBIG
SELLS
234
SOUTHERN CALIFORNIA
COMMUNITIES FOR
71%
LESS COST

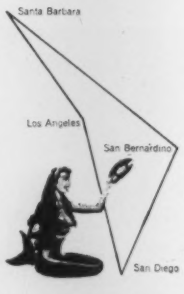
Profitable radio coverage of a mature, *convincible* audience . . . the "refreshing sound" of KBIG attracts regular listeners in *all* 8 Southern California counties. 91% are adults (Pulse, Inc.). And you reach them with KBIG for a cost averaging *71% less* than competitive stations. Ask your KBIG or WEED representative for proof!

KBIG

JOHN POOLE
BROADCASTING CO., INC.
6540 Sunset Boulevard
Los Angeles 28, California
HOllywood 3-3205

Radio Catalina
for all Southern California
740 kc, 10,000 watts

National Representatives:
WEED & COMPANY
©1958 John Poole Broadcasting Co., Inc.



OPEN MIKE

Digestive Tract

EDITOR:

It was quite a surprise to open the Nov. 17 BROADCASTING to find my digestive difficulties displayed in a lead article under the caption, "Why John Cunningham Ate His Own Words."

Nevertheless, we much appreciate your fine handling of our 11th Videotown report as well as your tribute to our Gerald Tasker, the father of Videotown [OUR RESPECTS, same issue].

May I add that it was not a wholly unpalatable operation to eat my own words, because it was so reassuring to find that tv, despite the current plethora of pallid and repetitive programming, is maintaining and even increasing its vigor as an advertising medium.

John P. Cunningham, President
Cunningham & Walsh
New York

Relief for Broadcasters

EDITOR:

I can't begin to express my gratitude for coverage of my article on Section 315 [GOVERNMENT, Nov. 10] and for the really superb editorial in the Nov. 17 issue. Of course, I am in hearty and total agreement with the editorial and, as usual, you hit the nail right on the head.

If we keep working on this, perhaps sooner or later we can get relief, and radio and television can do the kind of job in the field of politics that they were really born to do. With your good offices, I am sure that sooner or later we are going to win this one.

Richard S. Salant, Vice President
CBS
New York

Madison Ave.'s Book-of-The-Year

EDITOR:

I always look forward to the BROADCASTING YEARBOOK. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director
Foote, Cone & Belding,
New York

. . . The 1958 YEARBOOK is a very useful volume.

Harry Parnas, Media Director
Doyle Dane Bernbach,
New York

. . . I will put it to good use throughout the forthcoming year.

T. J. McDermott
N. W. Ayer & Son
New York

. . . I know I will find the 1958 YEARBOOK extremely useful as an authentic reference source over the coming months.

Sally Allen, Account Executive
Gotham-Vladimir Advertising Inc.
New York

. . . I find the YEARBOOK very helpful . . .

Frank Moriarity,
Dancer-Fitzgerald-Sample
New York

. . . YEARBOOK will be very useful during the coming year just as I have always found BROADCASTING informative and helpful to my business.

Nicholas E. Keesely, Senior V.P.,- Radio-Tv
Lennen & Newell
New York

. . . I will be putting the 1958 YEARBOOK to much use.

Rollo Hunter, V.P. & Director, Radio-Tv
Erwin Wasey, Ruthrauff & Ryan
New York

. . . YEARBOOK will be frequently used.

Marie Coleman
Donahue & Coe
New York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V. P.
Ogilvy, Benson & Mather
New York

. . . In Fact, Read Everywhere

EDITOR:

My sincere compliments . . . on the much improved YEARBOOK. I am glad that WKMI had its sales message in this very excellent publication.

Howard D. Steers, President
WKMI Kalamazoo, Mich.

. . . "The ABCs of Radio & Television" in the 1958 YEARBOOK is valuable for preparing the inevitable club and service group talks.

Dale Kirk
KATY San Louis Obispo, Calif.

Put to Good Use at Best

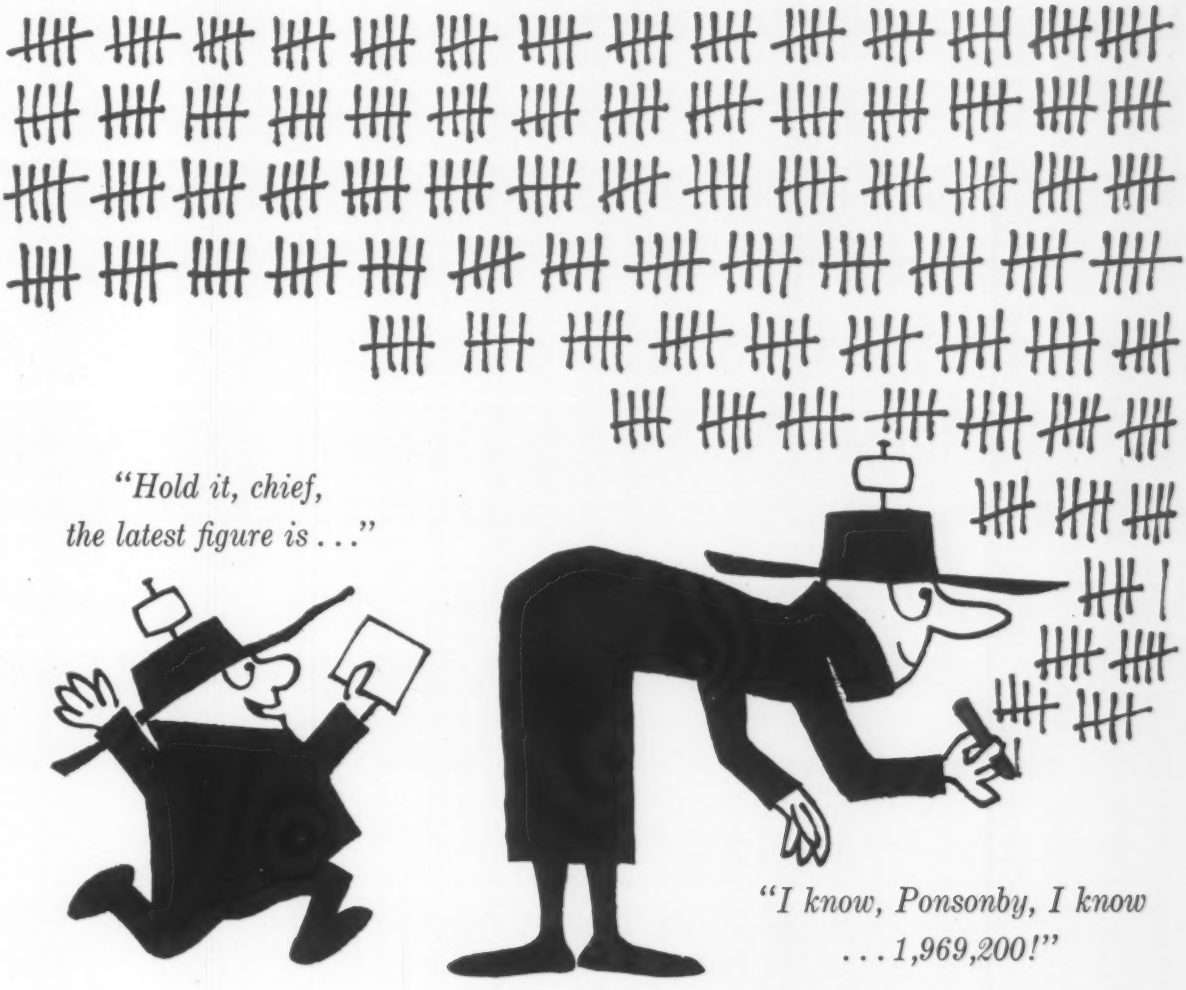
EDITOR:

In your Oct. 6 issue you ran a list of special programs for CBS and NBC through October, November and December. This list has been very helpful and I wonder if you have such a schedule for after the first of the year?

R. M. Kirtland, V.P.
Gordon Best Co.
Chicago

[EDITOR'S NOTE: This information appears in our quarterly network showsheets. Next issue: Jan. 5, 1959]

Another thriller-diller from **WJRT**



Now for the first time: WJRT brings you a single-station TV wrap-up of the mid-Michigan market—1,969,200 consumers strong. Complete facilities and services, too, including ABC primary affiliation and strong local live and film programming. Look into the new efficient way to sell the big mid-Michigan market, with grade "A" coverage of Flint, Lansing, Saginaw and Bay City.

Represented by

HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit
Boston • San Francisco • Atlanta

WJRT
CHANNEL **12** FLINT

The Thirst to Know

The quest for opportunity is nowhere more promising than here in Central Ohio. Industry and agriculture have fashioned a land of plenty, and a carnival spirit pervades the countryside.

But don't think it's all soda pop and skittles for the kids, because like kids everywhere, they have to go to school. To apprise them of their bewildering world, Central Ohio provides extra seats, extra classrooms, extra teachers, extra courses, and some unique teaching aids created by television station WBNS-TV.

We call them "Telementaries," and they are kinescopes of specially created public service programs available for classroom use. By combining the magic of sight, sound and motion, we illuminate some dark corners with such award-winning films as IMAGINEERING (the need for engineers), WHEELS OF DESTINY (highway safety), AIR HARBOR (Central Ohio and air progress). The latest, YOU AND SURVIVAL, produced for Civilian Defense with all Columbus television stations participating, has been

requested for special showings by more than thirty public, private and parochial schools.

There is little likelihood that TV will dislodge the McGuffey Reader, Horace Mann, or Mr. Chips from our minds and hearts. Yet, the increasing acceptance of TV as a valued aid to education prompts us to make available our energies and resources.

This integration of a TV station that was born and raised in Central Ohio, with its neighbors and their problems also creates a perfect selling climate. Marketers sum it up like this: "If you want to be seen in Central Ohio — WBNS-TV."

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

The WBNS-TV weather reports also have a touch of ivy. Weatherman Bob McMaster is a full-fledged Ph.D.

Sell The ENTIRE DETROIT METROPOLITAN MARKET by including

Oakland County

PONTIAC

MICHIGAN

A

CONCENTRATED

MICHIGAN AUDIENCE

WPON

serving

A Billion Dollar Market

1st

IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT

VENARD RINTOUL & McCONNELL, INC.

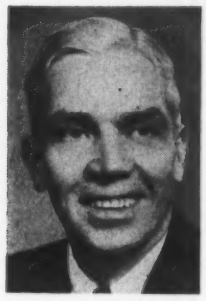
Associated with Lansing's

WILS

music news sports

OUR RESPECTS

to Nathan Lord



If there were those who expected to hear a yes-man for the networks when Nathan Lord, vice president and general manager of WAVE-AM-TV Louisville, appeared before the FCC last May to tell why he liked having his stations repped by NBC Spot Sales, they were set straight in a hurry.

Testifying on the Barrow Report, Mr. Lord informed a grinning FCC that NBC Spot Sales merely happened in his opinion to be the best representative for his stations at that time and the minute he thought differently he would switch to another, especially if stations are added to the list that he thinks are beneath the calibre of the Louisville stations.

FCC members questioning this distinguished looking station executive of 55 found that behind a somewhat courtly demeanor and a disarming Kentucky drawl lies a whiplash, sometimes withering wit. After listening to Mr. Lord tell how he once tried without success to get a group of high-powered southern and midwestern radio and tv stations to form their own rep organization, one FCC member asked him: was this a sort of "must buy" idea?

"A 'must sell,' perhaps," Mr. Lord said. Describing the mode of communication between his stations and NBC Spot Sales, he told another FCC member: "We use three-cent stamps and they use the telephone." Did his station ever obtain feature films on a "barter" basis? "No," said Mr. Lord, "we don't trade time for anything except money." Should the FCC decide to prohibit network rep activities, how many years would he allow a station to make the transition to another rep? "How about 50?" was the bland comeback.

Nate Lord has been running WAVE Radio with the same kind of self-assurance since it went on the air 25 years ago this Dec. 30 and he took over in the same way at WAVE-TV when it become Kentucky's first tv station 10 years ago today (Nov. 24). He has been president of WFIE-TV Evansville, Ind., since WAVE Inc. acquired that station in July 1956.

Born in Louisville, Mr. Lord went to grade school in Tennessee, returned to Louisville and started to high school, then moved with his parents to a ranch in Canada's Alberta Province, coming back to his home town in 1920 to become a reporter for the old *Louisville Post* and later the *Courier-Journal* there. He left the newspaper as dayside city editor in 1928 to become advertising manager for the Girdler Corp. (fittings for pipe-welding, helium gas, heat exchangers); in 1933, he joined the old *Louisville Herald-Post* under Girdler ownership, but left the same year to head the new basic NBC affiliate, WAVE.

Mr. Lord helped form the Louisville Area Development Assn., has served on chamber of commerce committees and in Red Cross, Community Chest and other civic drives. He helped found St. Francis in the Fields Episcopal Church. Under his hand, WAVE pioneered in local amateur contests in 1934, helped "send a boat" during the Ohio Valley flood of 1937, was cited during World War II by the Army, Navy, Coast Guard and War Production Board and in 1946 began airing a children's concert series by the Louisville Philharmonic. WAVE has won national awards for "imagination in programming" and in 1949 pioneered in radio college courses for credit with the U. of Louisville.

WAVE-TV was first to telecast the Kentucky Derby in 1949 and in 1955 began a weekly program from its own experimental farm. Since 1956 its *Bid for Kids* telethon with the Jaycees has turned over an average $72,000 yearly to the local Children's Hospital. WAVE-TV claims a first in telecasting college courses for credit with the U. of Louisville in 1950. WAVE-TV helped educational WFPK-TV Louisville to go on the air last September, furnishing studios and technical personnel. WAVE-TV telecast 13 operas by the Kentucky Opera Assn. in the 1952-53 season, 6 the next season and WAVE Inc. has granted $25,000 to commission an original opera by the KOA to be simulcast when the new $1.5 million WAVE-AM-TV radio-tv center is dedicated in the fall of 1959.

Mr. Lord has served as a director of NAB, helped reorganize it in the mid-thirties to cope with a threatened musicians' strike, has served on NAB's Legislative Committee and twice was on an all-industry committee to negotiate ASCAP contracts. He has been a member of the NBC Radio Affiliates Committee and helped form the NBC-TV Affiliates Committee.

Mr. Lord married Ruth Kammerer of Louisville in 1928 and they have three sons: Nathan Shrewsbury, 28, who practices law in Louisville; James Stephen, 25, a reporter on the *Louisville Times*, and Jim Craik, 23, who attends the U. of Louisville. The family lives in an old restored farmhouse 40 minutes from Louisville at Brownboro, population about 50.

This is the
Distinguished Achievement Trophy
of the
Radio-Television News Directors Association
and the Medill School of Journalism
at Northwestern University...
It was awarded to WTOP News on Saturday,
October 18, 1958 at the
Sheraton-Blackstone Hotel in Chicago
for "the best coverage of a
news story broadcast in 1958."
WTOP News was honored for its coverage
of the launching of the first
United States satellite "Explorer"
at Cape Canaveral, Florida, January 31, 1958,
over WTOP Radio.
We are gratified to have won this
coveted award, but our gratification
is tempered by realization of
the continuing responsibilities
facing broadcast journalism
and determination to meet them
in the best interests of our
Radio and Television audiences.

WTOP
NEWS
Broadcast House
Washington, D. C.

TOP TV PERSONALITIES

mean

more viewer attention

WRAL-TV

Radiating effectively from the RALEIGH - DURHAM AREA

Here you see just six of the many good reasons why WRAL-TV has an unequalled rating record in the Raleigh-Durham area.
The best of the NBC network shows are supported in stellar style by popular WRAL-TV personalities and programs.
"Sports by Reeve" is one of Tarheel television's best-known features, with the "Dean of Southern Sportscasters". (Remember, too, Raleigh is the Sports Capital of the South, having the nationally known athletic teams of three large universities within 30 miles.) "Stateline" brings the Capital area news by Bill Armstrong to the urban and rural viewers. Weather shows and sales-sizzling commercials are the specialty of Bob Knapp . . . puppeteer and host of the popular Cap'n Five "Popeye" show is Herb Marks . . . pert and pretty Jo Ann Federspiel conducts the "Romper Room School" . . . stepping into the MC role in the variety show "Tempus Fugit" is veteran Fred Fletcher . . . and so it goes, through a long line-up of capable folks who make WRAL-TV tops for viewing—tops for buying!
Are you on?

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS

WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher,
Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

REPRESENTED BY
H-R, INC.

KDKA-TV Exposes 'Public Enemy' In Program for Health Service

The story of the U. S. government's fight against lung cancer and other diseases attributed to industrial smoke is told in a new documentary, *Public Enemy*, produced by KDKA-TV Pittsburgh.

This 30-minute public service program, produced at the request of Dr. Leroy E. Burney, U.S. surgeon general, was broadcast live in Pittsburgh Nov. 10. KDKA-TV's previous production for the U.S. Public Health Service, *The Silent Invader* (dealing with Asian flu), received more than 300 nationwide telecasts. The National Conference on Air Pollution in Washington last Tuesday through Thursday (Nov. 18-20) saw a kinescope of *Public Enemy* before copies were made for distribution to stations by the Public Health Service.

COMPETITIVE COOPERATION • CFCF, CBM and CKVL Montreal pooled time and talent to stage a seven-hour marathon radio campaign for the Springhill Relief Fund. Hundreds of professional performers from all phases of Montreal show business performed, while a fleet of cars circulated through the city collecting telephone pledges. The bi-lingual show, in English and French, produced $13,000.

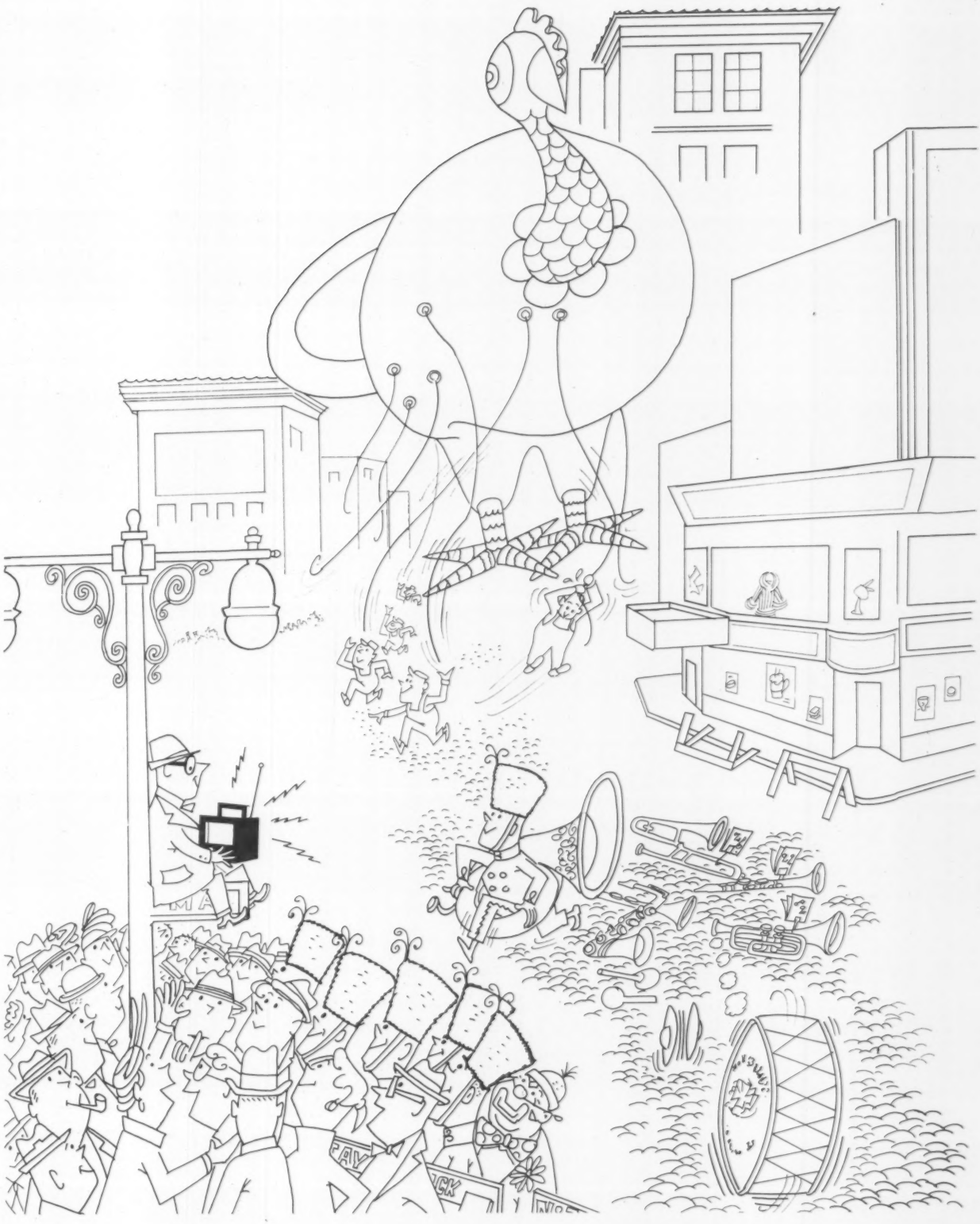
THANKSGIVING AID • WCUE Akron, Ohio is conducting a campaign to help a needy family at Thanksgiving. The "Dimes and Dollars for Dave" project is collecting money for the family of a 17-year-old boy who has had 17 major operations in his life so far. The family has been denied help by local relief agencies reportedly because it has not lived in Akron a full year.

HOT RODS • WHB Kansas City, Mo., is putting local car thieves on the spot through a new feature called *Hot Car Report* on Eddie Clarke's morning show. Mr. Clarke broadcasts information, provided by the local police department, on stolen vehicles. The first broadcast brought fast results as an elert listener heard the report, spotted the car, and called the police department as directed. Police picked up the car and returned it to its owner within an hour after the broadcast.

PHONY CHECKS • WDGY Minneapolis-St. Paul has inaugurated *Check Alert*, a new method of combating bogus checks and forgers. Twin Cities' police officials have expressed gratitude for the new feature calling it a quick and effective way to warn and educate the public against worthless checks.

CHILDREN'S CRUSADE • WHAS Louisville, Ky., reports its "1958 Crusade for Children" set a record high of $188,751.37 for collections, with a record low of only 7½% for expenses. The funds will be made available for use by handicapped children's agencies in Kentucky and southern Indiana.

BEHIND GLASS • WJBK Detroit conducted an entire day's programming from the show window of a downtown store to stimulate interest in the local United Foundation fund drive.



They're All Listening to **AP** *News*

CBS
ABC
GAS UP
in the Beaumont-Port Arthur-Orange market. It's 88th* in the Nation, 4th* in Texas in service station sales. And KFDM-TV covers this entire market of prosperous Texas drivers. For gasoline sales, buy KFDM-TV
KFDM
TV
BEAUMONT
PORT ARTHUR
ORANGE
See PETERS-GRIFFIN-WOODWARD, INC.
*S. M. Survey of Buying Power, 1958

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

Broadcasting Publications Inc.

Sol Taishoff, President; Maury Long, Vice President; Edwin H. James, Vice President
H. H. Tash, Secretary; B. T. Taishoff, Treasurer; Irving C. Miller, Comptroller
Lawrence B. Taishoff, Asst. Sec.-Treas.

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle
STAFF WRITERS: Lee Edwards, Richard Erickson, Myron Scholnick, Benjamin Seff, Jim Thomas
EDITORIAL ASSISTANTS: Rita Cournoyer, George Darlington, Angelica Barba
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadt

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Dwight Nicholas, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR: Frank P. Model
STAFF WRITERS: Diane Schwartz, Mary Hurley.
Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton; Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt; Virginia Stricker

Toronto, 11 Burton Road, Zone 10, HUdson 9-2694
James Montagnes

SUBSCRIPTION PRICES: Annual subscription for 51 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.

as basic as the alphabet

EGYPTIAN

Remember the Biblical story of Moses in the bulrushes? The Egyptian picture-sign for *rush* is considered the forerunner of our modern letter K.

PHOENICIAN

When the Phoenicians ruled the Mediterranean trade-lanes from their legendary cities of Byblos, Tyre, and Carthage, these ancient businessmen adapted the Egyptian sign and made it *kaph* (palm of the hand).

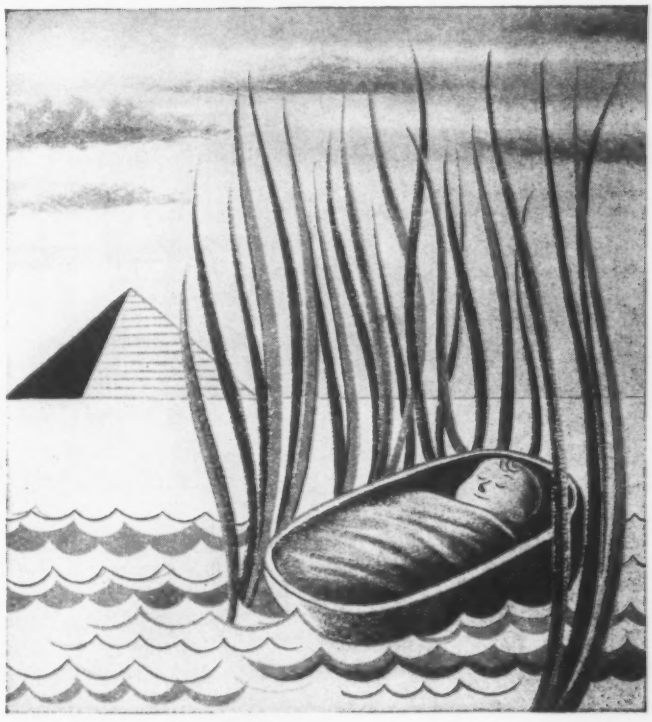
GREEK

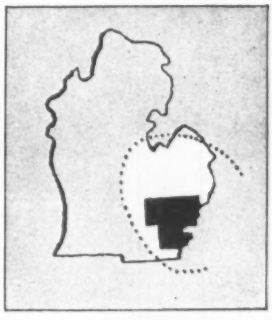
Long before the majestic Parthenon crowned the Acropolis in Athens, the Greeks took over the mark from visiting merchants and made it their letter *kappa*.

ROMAN

Rome was not yet a large city when dwellers along the Tiber took the Greek letter from the Etruscans and gave it substantially the form we use today.

Historical data by
Dr. Donald J. Lloyd,
Wayne State University





Key station for Michigan sales and profits

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Keep your product moving by using Michigan's fast-moving radio station. WWJ pleases dealers and distributors with its exceptional sales-power—pleases listeners with its hi-fi sound and up-to-the-minute service.

Keen personalities like WWJ Melody Paraders Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—exclusive features like the WWJ radio-vision studios at Northland and Eastland shopping centers—are "naturals" for mid-winter campaigns. Buy WWJ—it's the *basic* thing to do!

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**

NBC Affiliate

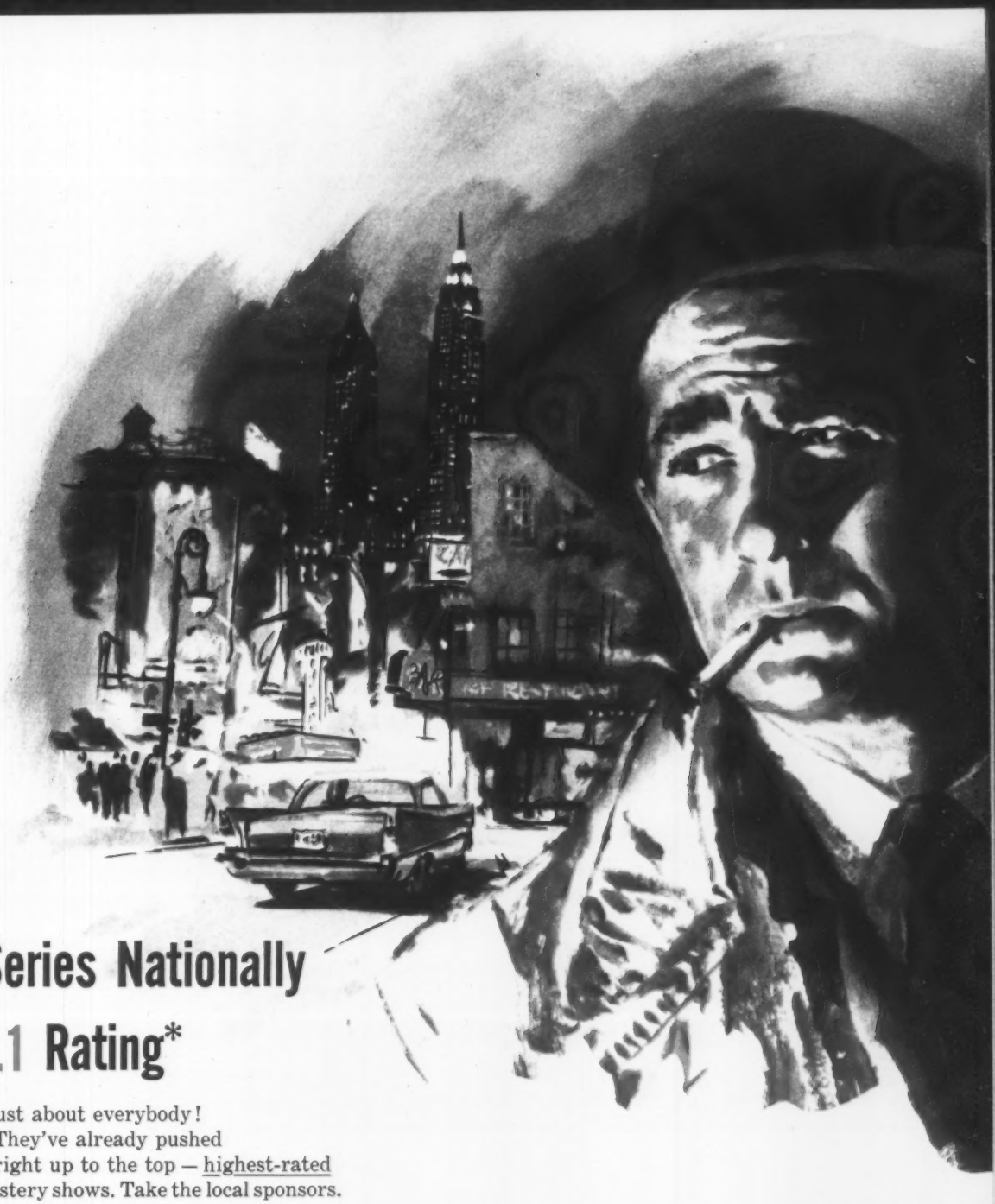
National Representatives: Peters, Griffin, Woodward, Inc.

RENEWED

2nd Big Year! Another 39 Half Hours in Production

MICKEY SPILLANE'S MIKE HAMMER STARRING DARREN McGAVIN

now available...78 of television's highest-rated mystery thrillers



The No. 1 Mystery Series Nationally with a 17.1 Rating*

Who likes Mike? Just about everybody!
Take the viewers. They've already pushed
MIKE HAMMER right up to the top — highest-rated
of all syndicated mystery shows. Take the local sponsors.
The minute MCA TV broke the big news on the
second series, more than a score renewed for 1959!
A word to the wise — better get there fustest
with the fastest action show on TV!

. . . in Signet editions alone! One title — "I, The Jury" — had the largest pre-publication print order in publishing history (4,500,000).

Write, wire, phone your
MCA TV representative today.

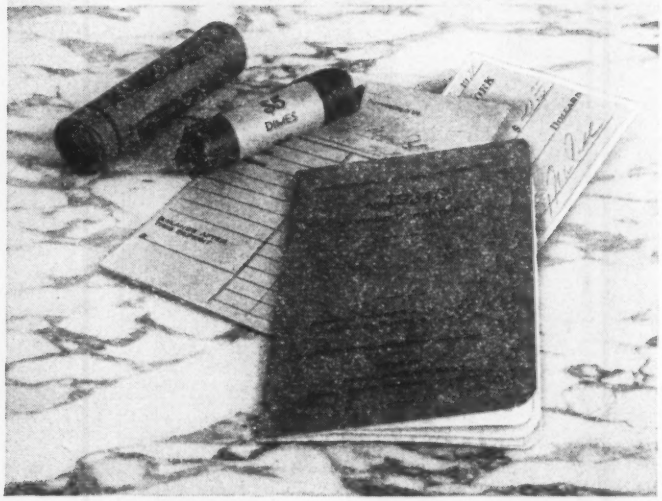
mca tv
FILM SYNDICATION

598 Madison Avenue
New York 22, N. Y. (Plaza 9-7500)
and principal cities everywhere

**Latest available ARB ratings thru October, 1958*

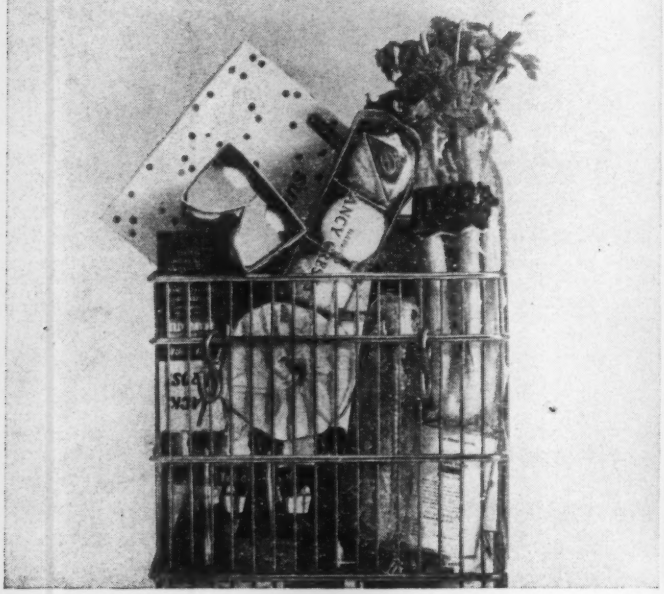
"WRC RADIO *for many years has consistently produced business for WOODWARD & LOTHROP."*
–HARWOOD MARTIN ADVERTISING

"WRC RADIO *is a long-time favorite of FIRST FEDERAL SAVINGS AND LOAN for reaching the Washington audience."* –HENRY J. KAUFMAN & ASSOC.



More and more D.C. advertisers are turning to WRC RADIO

"WRC RADIO *has been selling merchandise for SAFEWAY in Washington for more than 13 years and continues to be an effective selling medium."*
–J. GORDON MANCHESTER, INC.



WRC RADIO
gets results for all kinds of advertisers in Washington, D.C., because it commands every segment of the adult, buying-powered, capital audience.

WRC·980
NBC LEADERSHIP STATION IN WASHINGTON, D.C.
SOLD BY NBC SPOT SALES

...because WRC RADIO gets results!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 21 NOVEMBER 24, 1958

THE TOP 50 AGENCIES IN RADIO-TV

- **J. Walter Thompson leads with all-time record billings**
- **McCann-Erickson, Young & Rubicam slip to second, third**
- **Ted Bates again is biggest agency in spot broadcasting**

J. Walter Thompson is the top radio-tv agency in 1958 with $113.5 million in broadcast billing, an all-time high for any agency.

This is more than four times the broadcast total that JWT billed in 1952 and $10.5 million above the 1957 mark of McCann-Erickson, which was the No. 1 agency in broadcast billing last year.

Total 1958 broadcast billings of the 50 agencies included in the survey came to $1.3 billion.

It was evident a year ago that JWT was coming up fast. Its radio-tv billings in 1957 were $22 million bigger than those in 1956. More startling was that the agency did it again in 1958, shooting ahead of 1957 by $21.5 million or nearly 24%.

According to BROADCASTING's seventh annual survey of the top broadcast agencies in the U. S.:

McCann-Erickson slipped from first place in 1957 to second in 1958, with a $1 million drop in its heavy broadcast billings. But its $102 million total placed it well ahead of this year's No. 3 agency, Young & Rubicam. Y&R, which was second to McCann-Erickson in 1957, had $95 million in broadcast billings in 1958, a $5 million drop from its 1957 level.

BBDO, in fourth place, came up with $88 million, an increase of $3 million; Ted Bates was fifth at $84 million (an advance of $7.5 million) and for the fourth straight year was tops in radio-tv spot, tallying $41 million (a drop of $2.5 million from last year). The runnerup in combined spot billing, which can be considered to be an important factor in this year's upset: J. Walter Thompson with a combined radio-tv spot figure of $40 million. (Ted Bates, however, has been following a policy of increasing its network tv, and, in fact, was split 50-50, network and spot, in television.) Others in the top 10: Benton & Bowles at $66.5 million; Leo Burnett at $54.3 million; Dancer - Fitzgerald - Sample at $48.7 million; Compton at $47.2 million, and N. W. Ayer at $45 million.

In tv-only billings, J. Walter Thompson was first with $101.5 million, and set another record: it was the only agency to break through the $100 million mark in total tv. As expected, McCann-Erickson was the runner-up tv agency, followed by Y&R, Bates and BBDO. JWT nearly capped the honors in radio-only, ending in a three-way tie with BBDO and N. W. Ayer, each with $15 million.

In a special interview last week with BROADCASTING, JWT President Norman H. Strouse credited his agency's remarkable showing to three basics: (1) the resurgence of the U. S. economy (and faith of the advertiser in it), (2) a "natural result" of a "strong television departmental facility," and (3) the quality of broadcast work performed by the agency (see box, page 39).

He noted that since 1946, total advertising expenditures have been going up faster than the U. S. economy; that the JWT advertising volume generally has been going up at a faster pace than the general rise of total advertising, and television billing at JWT now is moving up at a higher rate than its total advertising volume.

The figures represent expenditures for time and talent in both network and spot during the calendar year but do not include commitments made for next year. Following is a summary of the year's activity in each of the agencies listed:

J. WALTER THOMPSON: *Combined tv-radio billing $113.5 million; $101.5 million in television ($84 million in network, $17.5 million in spot); $12 million in radio ($5 million in network, $7 million in spot); tv-radio share of overall billing: 39%.*

JWT is not only the largest billing agency in the world, it now also is tops in radio-tv. It became No. 1 this year with a radio-tv billing $21.5 million higher than 1957's estimated total, the greatest single jump recorded by any of the agencies.

Thompson's radio-tv total possibly is underestimated. The agency was not quite certain at BROADCASTING's press time as to how high December radio-tv billing (in recent years a big radio-tv billing month) might go. The best informed slide-rule estimate is that the $113.5 million figure, impressive as it is, may be "conservative." Only six years ago JWT billed $27 million in the broadcast media. It now bills nearly that in combined radio-tv spot alone.

The increase at JWT is attributed to a number of factors: more tv spending by clients already big in television; more spot tv spending and increases in network tv allocation in budgets. The Eastman billing on CBS-TV's *Ed Sullivan Show* was entered in the ledger only late last year. Other top national advertisers and shows: Scott and Lever alternating on *Father Knows Best* (now CBS-TV, was NBC-TV in the

THE BILLINGS OF ALL 50: pages 36-37
WHAT MAKES THOMPSON TICK: page 39

last tv season); Quaker Oats alternate sponsorship of ABC-TV's *Naked City;* Ford Div.'s alternate week on *Wagon Train* (NBC-TV) and weekly *Ford Show* (NBC-TV), plus short-term network segments for auto introduction; Eastman Kodak and Quaker Oats alternating on *Ozzie & Harriet* on ABC-TV; Kraft Div. of National Dairy Products weekly on NBC-TV with *Music Hall* (Milton Berle) and *Bat Masterson* (Sealtest Div. of National Dairy also shares); 7-Up alternating on ABC-TV's *Zorro;* Sylvania's *Real McCoys* (ABC-TV); Lever alternating on CBS-TV's *Jackie Gleason Show;* Lever alternating with Schlitz on *Playhouse* on CBS-TV; Lever alternating on *Have Gun, Will Travel* (CBS-TV); Pan American on NBC-TV's *Meet the Press* and Aluminum's part sponsorship of NBC-TV's *Omnibus.*

Add to that lineup: about 30 quarter-hours per week of daytime network television with the advertiser list including such stalwarts as Lever, Scott Paper, Chesebrough-Pond's, Libby, McNeill & Libby, Standard Brands and still others. Each of these advertisers uses spot tv: Ford Div., Lever Bros., Shell Oil, Ward Baking, Northeast Airlines (new account), Champion sparkplugs, Scott and American Home; Ford, Shell, Lever and Ward are in the more than $1 million class. Stauffer Foods billing is picking up with the impact of the new account to show up next year. American Home Products is a recent account. Ford and Lever are the big network radio clients, with radio spot provided by such majors as Lever, Scott, Ford, Shell and Coldene.

McCANN-ERICKSON: *Combined tv-radio billing $102 million; $87 million in television ($61 million in network, $26 million in spot); $15 million in radio ($1 million in network, $14 million in spot); tv-radio share of overall billing: 51%.*

McCann-Erickson passed the radio-tv billing baton to JWT this year. But indicative of the competition among the top agencies, M-E was off only a little under 1% from its 1957 total.

Though radio stood up well, it was tv in which M-E took its billing loss. Some of this loss, or actually failure to bill additionally, can be attributed to shifting accounts (Chrysler out and Buick in, Mennen out and Colgate in—but late in the year) and to some changes in media strategy (Bulova watch from spot to network, Chesebrough-Pond's from network to spot tv and other ins-and-outs by other broadcast clients).

Bulova, with *Frank Sinatra Show* on ABC-TV and in spot last season, changed gears, bought into NBC-TV shows *Dragnet, M-Squad, Ed Wynn, News, Jack Paar* and *Today.* Liggett and Myers is alternate sponsor of the *Eddie Fisher Show* (NBC-TV) and with Bulova of *Ed Wynn Show* (NBC-TV), with weekly underwriting on NBC-TV of *Brains & Brawn* and *Steve Canyon.* Last season, the tobacco firm was in *Club Oasis, Sinatra* and specials.

Westinghouse this year has *Desilu Playhouse* specials on CBS-TV (*Studio One* on same network last year). M-E is credited

CONTINUED PAGE 38

TOP 50 AGENCIES . . . .

1.	J. WALTER THOMPSON
2.	MC CANN-ERICKSON
3.	YOUNG & RUBICAM
4.	BBDO
5.	TED BATES
6.	BENTON & BOWLES
7.	LEO BURNETT
8.	DANCER-FITZGERALD-SAMPLE
9.	COMPTON
10.	N. W. AYER
11.	LENNEN & NEWELL
12.	WILLIAM ESTY
13.	KENYON & ECKHARDT
14.	FOOTE, CONE & BELDING**
15.	SULLIVAN, STAUFFER, COLWELL & BAYLES
16.	CAMPBELL-EWALD
17.	CUNNINGHAM & WALSH
18.	GEOFFREY WADE
19.	MAXON
20.	NEEDHAM, LOUIS & BRORBY
21.	ERWIN WASEY, RUTHRAUFF & RYAN
22.	GREY
23.	PARKSON
24.	GRANT
25.	D'ARCY
26.	CAMPBELL-MITHUN
27.	NORMAN, CRAIG & KUMMEL
28.	DOHERTY, CLIFFORD, STEERS & SHENFIELD
29.	GARDNER
30.	TATHAM-LAIRD
31.	BRYAN HOUSTON
32.	OGILVY, BENSON & MATHER
33.	D. P. BROTHER
34.	FULLER & SMITH & ROSS
35.	MAC MANUS, JOHN & ADAMS
36.	NORTH ADVERTISING
37.	GUILD, BASCOM & BONFIGLI
38.	DOYLE DANE BERNBACH
39.	KEYES, MADDEN & JONES
40.	EMIL MOGUL
41.	DONAHUE & COE
42.	COHEN & ALESHIRE
43.	WARWICK & LEGLER
44.	GORDON BEST
45.	REACH, MC CLINTON
46.	GEYER
47.	EDWARD WEISS
48.	C. J. LA ROCHE
49.	FLETCHER RICHARDS
50.	HONIG-COOPER, HARRINGTON & MINER

. . . AND THEIR 1958 RADIO-TV BILLINGS

All Dollar Figures Are Millions

Combined Broadcast Billing	Total Tv	Tv Network	Tv Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change From 1957
$113.5	$101.5	$84	$17.5	$12	$5	$7	40%	+$21.5
102	87	61	26	15	1	14	51%	— 1
95.2	82	62.5	19.5	13.2	3.8	9.4	45%	— 4.8
88	73	47	26	15	12	3	41%	+ 3
84	78	39	39	6	4	2	79%	+ 7.5
66.5	65	40	25	1.5	0.25	1.25	66.5%	+ 12
54.3	51.2	39.3	11.9	3.05	0.25	2.8	58%	+ 5.3
48.7	41	30	11	7.7	3.6	4.1	65%	+ 1.7
47.25	45	24.75	20.25	2.25	0.75	1.50	63%	+ 5.25
45	30	17	13	15	3	12	35%	+ 14
40.1	30.8	19.1	11.7	9.3	6.0	3.3	52%	+ 15.6
39	35	30	5	4	1.5	2.5	52%	+ 3
37.2	30	22.3	7.7	7.2	1	6.2	65%	+ 5.7
35.5	29	26.1	2.9	6.5	3.9	2.6	36%	+ 3.5
30	23.6	17.2	6.4	6.4	1.1	5.3	70%	+ 3.3
30	25.5	20.5	5	4.5	3	1.5	33%	+ 5
22	13	3	10	9	2.5	6.5	40%	+ 5
18.6	17.1	9.1	8	1.5	0.6	0.9	85%	+ 5.8
16.8	15.8	14	1.8	1	0.7	0.3	55%	None
16.8	13.9	11.4	2.5	2.9	0.2	2.7	47%	+ 2.8
16.5	11	8	3	5.5	—	5.5	29%	+ 1.5
16.5	11.1	8.5	2.6	5.4	1	4.4	39%	+ 1.1
15.8	15.6	15	0.6	0.2	—	0.2	90%	+ 0.8
15.5	12.8	9.8	3	2.7	0.1	2.6	25%	+ 0.5
15.5	10.5	6.5	4	5	—	5	32%	+ 1.5
15.5	13	9	4	2.5	—	2.5	48%	— 1.3
14.6	10.5	6.4	4.1	4.1	1	3.1	40%	+ 4.3
13	10.5	8.5	2	2.5	0.5	2	54%	+ 3
11.5	8.05	5.20	2.85	3.45	0.75	2.70	50%	+ 1.1
11	10.5	8.5	2	0.5	—	0.5	57%	— 0.2
10.8	10.1	6.6	3.5	0.7	—	0.7	60%	+ 1.8
10.1	7.7	4.8	2.9	2.4	0.6	1.8	54%	+ 3.7
9.15	8.5	8	0.5	0.65	—	0.65	22%	+ 2.95
9	7.5	7	0.5	1.5	1.5	—	20%	+ 0.8
8.51	7.7	6.2	1.5	0.81	0.27	0.54	25%	+ 0.81
8.4	8.3	6.8	1.5	0.1	0.065	0.035	76%	— 2.6
8.3	6.9	5	1.9	1.4	0.2	1.2	83%	+ 1.4
7.8	7.4	5.5	1.9	0.4	—	0.4	37%	+ 1.3
7.71	7.13	1.58	5.55	0.575	0.2	0.375	43%	+ 0.31
7.49	5.64	3.1	2.54	1.85	—	1.85	69%	— 0.51
7.2	5.6	4.48	1.12	1.6	—	1.6	25%	— 0.5
7	3.6	1.1	2.5	3.4	1	2.4	80%	+ 0.4
7	5.5	3	2.5	1.5	1.3	0.2	35%	+ 0.8
6.8	5.7	2.1	3.6	1.1	0.3	0.8	63%	+ 0.5
6.057	5.85	4.05	1.8	0.207	—	0.207	33%	*
5.9	4.4	3.3	1.1	1.5	0.5	1	30%	+ 0.4
5.7	5	3	2	0.7	0.5	0.2	43%	— 2.6
5.28	4.98	3.45	1.53	0.3	0.05	0.25	33%	*
5	3.4	2	1.4	1.6	0.5	1.1	27%	*
5	4	—	4	1	—	1	45%	*

** Indicates agency was not listed in Top 50 last year.*

*** FC&B's 1957 figures were adjusted to $32 million in radio-tv, $25 million in tv, $7 million in radio.*

with Mennen co-sponsorship of *Wednesday Night Fights* (ABC-TV), lost in fall. Other network activity: National Biscuit in every other week of *Wagon Train* (NBC-TV); Buick's one-half of *Wells Fargo* (NBC-TV), Bob Hope specials on NBC-TV and its summer *Action Theatre* on ABC-TV; Helene Curtis' alternate week of *What's My Line* on CBS-TV; Bell & Howell participation in *Dragnet, Cimarron City* and *Ellery Queen* (all NBC-TV) and Colgate's every other week purchase in *George Burns* (NBC-TV) this fall. Activity in network by Swift (Derby foods), Tums and Chrysler came earlier in the year.

Spot tv centers with Chesebrough-Pond's, National Biscuit, Borax, Esso, Coca-Cola, Bulova (earlier in year), L&M, Swift, Lucky Lager, S.O.S., Rival dog food, Tums and Buick, among others; spot radio for most of the same advertisers. Network radio lodges with California Packing, Tums and National Biscuit.

YOUNG & RUBICAM: *Combined tv-radio billing $95.2 million; $82 million in television ($62.5 million in network, $19.5 million in spot); $13.2 million in radio ($3.8 million in network, $9.4 million in spot); tv-radio share of overall billing: 45%.*

Y&R was the 1956 radio-tv leader among all agencies. In 1957 it was edged by McCann-Erickson's upward sweep. In 1958, Young & Rubicam was a solid third as JWT staged its startling billing climb to No. 1 spot.

At the $95 million radio-tv billing level, Y&R's broadcast figure shows a slip of nearly $5 million ascribed chiefly to the receding economic tide during the year. The agency's network tv level suffered the most, dropping about $4.5 million, while the other lost billing was in radio. But spot tv at Y&R climbed about $1.5 million for the year.

The agency as usual was paced by blue-chip advertisers, such as Procter & Gamble (*Lineup* on CBS-TV, also daytime network tv shows); Bristol-Myers (*Peter Gunn* on NBC-TV; *Danny Thomas Show* and *Alfred Hitchcock Presents*, both CBS-TV); General Foods (*Bob Cummings Show* on NBC-TV and a group of shows in ABC-TV's Operation Daybreak—it was General Foods that led the way for other advertisers in ABC-TV's new daytime programming); General Electric (*GE Theatre* on CBS-TV); Remington Rand (*Gunsmoke* on CBS-TV); Kaiser and Drackett (both on ABC-TV's *Maverick*); Johnson & Johnson (*Cheyenne* on ABC-TV); Lipton's and Singer Sewing (*Californians* on NBC-TV), and Beechnut (*Dick Clark Show* on ABC-TV). Y&R bills in about 18 network tv daytimers, advertisers including P&G, General Foods, American Home and Beechnut. Big spot advertisers (radio and tv) include P&G, Bristol-Myers and General Foods, Piel's beer, Gulf Oil, Manufacturers Trust Co. and Metropolitan Life.

BBDO: *Combined tv-radio billing $88 million; $73 milion in television ($47 million in network, $26 million in spot); $15 million in radio ($12 million in network, $3 million in spot); tv-radio share of overall billing: 41%.*

BBDO, which maintains its four position in the top 50, begins the pattern in agencies retaining their ranking while increasing their billing. JWT, BBDO and Bates of the top five broadcast agencies all showed gains, BBDO coming up with the smallest increase ($3 million) among this trio.

Aiding the competitive strides at BBDO are such stalwarts as Campbell Soups, American Tobacco, DuPont, some Lever brands, General Electric, Armstrong, Bristol-Myers and General Mills.

Primary spot (both radio and tv) accounts are Campbell, Coty, Schaeffer beer, DeSoto and American Tobacco (Lucky Strike, Hit Parade cigarettes). In network tv, DuPont has *Show of the Month* (CBS-TV) and has bought into *Steve Allen Show* on NBC-TV; Pittsburgh Plate Glass made its first move into network tv (CBS-TV's *Garry Moore Show*); Campbell has *Lassie* on CBS-TV, added *Donna Reed Show* on ABC-TV; Lever dropped *Life of Riley* but added *You Bet Your Life* (NBC-TV) as well as participating in two network daytime programs. BBDO handles billing on specials sponsored by Rexall, Westclox, W. A. Sheaffer Co. (pens) and Philco. Veteran shows include General Electric's *GE Theatre* (CBS-TV); Armstrong's alternate *Armstrong Theatre* on CBS-TV and Bristol-Myers' sponsorship in *Playhouse 90* (CBS-TV).

TED BATES & CO.: *Combined tv-radio billing $84 million; $78 million in tv ($39 million in network, $39 million in spot); $6 million in radio ($4 million in network, $2 million in spot); tv-radio share of overall billing: 79%.*

Ted Bates billed $41 million in spot (radio and tv) alone this year, and with about $6 million more in network tv has maintained itself as one of the top five radio-tv agencies. (After Bates there is a considerable drop to the No. 6 spot.)

The agency came up $7.5 million over last year, most of it in tv network increases (up $6 million), some in spot tv (up $2.5 million), while radio hit about $1 million below its level of a year ago.

Top spenders at Bates include Brown & Williamson, which is heavy in spot and in these network shows—CBS-TV's *The Texan* and *Wanted, Dead or Alive* and ABC-TV's *Naked City* and *Wednesday Night Fights;* Colgate-Palmolive also in Bates' spot arsenal, is in CBS-TV's *Millionaire* and *Perry Mason* and NBC-TV's *Thin Man* and participates in daytime shows; Whitehall, in addition to spot use, numbers ABC-TV's *John Daly and the News,* and alternate sponsorship of the network's *Colt .45; Have Gun, Will Travel, Name That Tune* and alternate weeks of *Pursuit,* all on CBS-TV, and *Behind Closed Doors* on NBC-TV among its network shows; also has sponsorship in a number of daytime network tv programs, in which Bates also handles billing for Standard Brands' sponsorship in at least four, while Carters and American Chicle share with Whitehall in ABC-TV's *77 Sunset Strip* and Carters co-sponsors with Whitehall on CBS-TV's *Sunday News Special.*

Also added to these are Carters in CBS-TV's *Doug Edwards and the News,* American Chicle (*Sugarfoot* on ABC-TV), Standard Brands' participation in daytime network programs and Continental, a big spot user, which also is in NBC-TV's daytime *Howdy Doody.* Anahist (Warner-Lambert) is in spot only.

BENTON & BOWLES: *Combined tv-radio billing $66.5 million; $65 million in television ($40 million in network, $25 million in spot); $1.5 million in radio ($250,000 in network, $1.25 million in spot); tv-radio share of overall billing: 41%.*

Led by Procter & Gamble and General Foods in spot and network activity, Benton & Bowles attests to an unusual broadcast billing pickup in the year. Increase: $12 million.

Not only are the blue chips putting more into the media, particularly tv, but B&B has been handling accelerated broadcast activity for new products, such as P&G's Zest and Post Cereal brands. Parliament cigarettes has upped its broadcast use during the year. P&G has several daytime shows on two networks (CBS-TV and NBC-TV), is a sponsor of *Loretta Young Show* and *This Is Your Life* (both NBC-TV) and *The Rifleman* on ABC-TV. General Foods has a network trio in daytime hours on weekends (*Fury and Ruff 'n' Reddy* on NBC-TV, *Mighty Mouse Playhouse* on CBS-TV), and has this network show arsenal: *Danny Thomas Show, Ann Sothern Show* and *December Bride,* all solely-sponsored on CBS-TV, and one-half sponsorship of *Zane Grey* on CBS-TV. S. C. Johnson is the other *Zane Grey* sponsor, for which B&B bills, and also is in *Red Skelton* on CBS-TV. Bordens is in *Fury* (NBC-TV), while Schick has half of the *Phil Silvers Show* (CBS-TV).

LEO BURNETT: *Combined tv-radio billing $54.25 million; $51.2 million in television ($39.3 million in network, $11.9 million in spot); $3.05 million in radio ($2.8 million in spot, $250,000 in network); tv-radio share of overall billing: 58%.*

Burnett's star continued in the ascendency during 1958 as the agency hit close to the golden $100 million mark in overall billings and zoomed well over $50 million in broadcast monies. The agency increased tv billings but cut radio expenditures about in half. Burnett added such prime accounts as Chrysler Corp. institutional ($9-$10 million) and export, Philip Morris cigarettes ($5 million), Swift & Co. (Allsweet, Vigoro, etc., $1.5 million) and Star-Kist Tuna (another $1.5 million), plus the life insurance and accident-sickness-hospitalization lines of Allstate Insurance Co. (minimal budget at present). With these new accounts, Burnett's overall billings jumped over $15 million, with a good share in broadcasting.

The agency's network lineup: *Playhouse 90* (CBS-TV) for Allstate; *Amos 'n' Andy,* Galen Drake and Robert Q. Lewis (CBS Radio) for Bauer & Black; *Captain Kanga-*

CONTINUED PAGE 40

JWT'S $113.5 MILLION TEAM

PRESIDENT
NORMAN STROUSE

J. Walter Thompson draws broadcast billing from 39 major accounts using the media and handled chiefly from the New York headquarters and the Chicago office. Buying is through account groups set up on the "horizontal" basis, media and radio-tv group heads (programming) specifically assigned account responsibilities. Media and radio-tv groups coordinate their buying strategy, the latter in the main concentrating on network programs. Each media director has space and timebuyers assigned to him. Each office operates autonomously, media and radio-tv group heads reporting to the office manager who in turn is responsible to the management committee in New York headed by President Norman H. Strouse. Says Mr. Strouse of JWT's broadcast billing climb: It's reflective of the rise in the economy, strength of the tv department and the quality of the work. JWT's strong broadcast departmental facility must include the executives who work at the agency, many of whom are pictured or listed here.

MANAGEMENT COMMITTEE

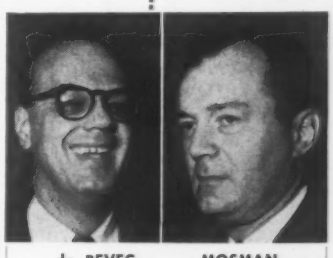
Major decisions at J. Walter Thompson traffic through the Management Committee, composed of President Strouse and Howard Kohl, JWT secretary; Henry Flower Jr., vice chairman, and Samuel W. Meek, vice chairman.

PORTER JONES SEYMOUR DEVINE McHUGH

NEW YORK

As in all JWT bureau operations, New York operates by close liaison between media and programming teams. The two top media people are Arthur Porter, v.p. and media director (also account supervisor on Chesebrough-Ponds), and Richard P. Jones (account supervisor on Scott Paper). Programming chiefs are Dan Seymour, v.p. and director of the radio-tv department; John Devine, v.p. and the department's administrative chief, and H. Bart McHugh Jr., v.p. and associate director. The accounts they supervise are listed below, along with the associate media director (listed first) and radio-tv program man for each account.

ALUMINIUM LTD.
Phillip Birch, Bart McHugh
ATLANTIS SALES
Robert Lilien, Storrs Haynes
BLUE CROSS
Anne Wright, Bart McHugh
BOYLE-MIDWAY
Robert Lilien, Storrs Haynes
BRILLO
Anne Wright, Bart McHugh
CHAMPION SPARK PLUGS
Ruth Jones, Robert Buchanan
CHESEBROUGH-PONDS
Anne Wright, Bart McHugh
CHURCH & DWIGHT
Robert Lilien, Storrs Haynes
EASTMAN KODAK
Phillip Birch, Woodrow Benoit
FORD DEALERS
James Luce, Bart McHugh & Norman Varney
FORD ENGLISH-BUILT
James Luce, Robert Buchanan
FORD MOTOR
James Luce, Robert Buchanan
JOHNS-MANVILLE
Robert Lilien, Bart McHugh
LEVER BROS.
Jack Green, Storrs Haynes
MENTHOLATUM
Anne Wright, Bart McHugh
NORTHEAST AIRLINES
Robert Lilien, Storrs Haynes & Norman Varney
PAN-AMERICAN AIRWAYS
Anne Wright, Bart McHugh
PUROLATOR
Robert Lilien, Robert Buchanan
READER'S DIGEST
Robert Lilien, Woodrow Benoit
HAROLD F. RITCHIE
Robert Lilien, Bart McHugh
SCOTT PAPER
Richard P. Jones, Robert Buchanan
SHELL OIL
Phillip Birch, Norman Varney
STANDARD BRANDS
Robert Lilien, Storrs Haynes
SYLVANIA
Ruth Jones, Woodrow Benoit
WARD BAKING
Robert Lilien, Storrs Haynes & Norman Varney
W. F. YOUNG
Phillip Birch, Bart McHugh



de BEVEC MOSMAN

CHICAGO

The operational system is like New York's with media reporting to John de Bevec, v.p. and media director, and programming to John Mosman, v.p. and director of radio-tv. Associate media directors (listed first) and radio-tv group heads for each account are listed below.

BOWMAN DAIRY
A. G. Ensrud, Arthur Young
CHUN KING FOODS
Richard Hyland, Arthur Young
CONTINENTAL AIRLINES
A. G. Ensrud, Robert S. Wolfe
ELGIN NATIONAL WATCH
Richard Hyland, Sherril Taylor
JOHNSON MOTORS
Robert Thurmond, R. J. Brewster
KRAFT
E. K. Grady, Floyd Van Etten
LIBBY, McNEILL & LIBBY
Robt. Thurmond, Arthur Young
MURINE
E. K. Grady, E. J. Sherwood
PHARMA-CRAFT
Robt. Thurmond, R. J. Brewster
QUAKER OATS
E. K. Grady, Robert S. Wolfe
SCHLITZ
Lowell Helman, R. J. Brewster
SEALY MATTRESS
Richard Hyland, Robert Wolfe
7-UP
Robt. Thurmond, Sherril Taylor

DETROIT

Eldon Hazard, v.p. for radio-tv
William Hocker, assistant (commercials)

HOLLYWOOD

Cornwell Jackson, manager
Charles Vanda, v.p. and director of programming
William Wilgus, v.p. and production supervisor

SAN FRANCISCO

Forrester Mashbir, group head
Francis Austin, timebuyer

roo (CBS-TV) for Brown Shoe; *Lassie* (CBS-TV) for Campbell Soup; such specials as *An Evening With Fred Astaire* (NBC-TV) and *Hudson Thanksgiving Day Parade* (ABC-TV), and *Impact* (CBS Radio) and *Monitor* (NBC Radio), all for Chrysler Corp.; *Captain Kangaroo* (CBS-TV) and *Lone Ranger* (ABC-TV) for Cracker Jack; *The Garry Moore Show* (CBS-TV), *House Party* (CBS-TV), *Walt Disney Presents* (ABC-TV), *What's My Line?* (CBS-TV), plus a spot package of *Huckleberry Hound, Superman, Wild Bill Hickok* and *Woody Woodpecker* (165, 98, 98 and 100 stations, respectively), all for Kellogg Co.; *Jack Paar Show* (NBC-TV), *To Tell the Truth* (CBS-TV), pro football (CBS-TV) and pro football championship (NBC-TV), all for Philip Morris' Marlboro cigarettes; *As the World Turns, Edge of Night, House Party, I Love Lucy* (all CBS-TV), *Concentration, It Could Be You, Price Is Right, Queen For a Day, Tic Tac Dough, Treasure Hunt* (all NBC-TV), for Pillsbury; *As the World Turns, Search for Tomorrow* and *Brighter Day* (CBS-TV) and *From These Roots, Loretta Young Show, The Restless Gun, This Is Your Life* and *Today Is Ours* (all NBC-TV), all for Procter & Gamble.

Active spot radio and/or tv clients were Allstate, Bauer & Black, Campbell, Chrysler, Commonwealth Edison (local), Cracker Jack, Kellogg, Marlboro, Chas. Pfizer, Pillsbury, P&G, Pure Oil (regional), Sante Fe, Swift and Tea Council. Tea Council currently is in a 20-week spot tv drive in about 20 markets with an estimated allocation of $1.2 million. Aside from the Chrysler account, which was the prime catch of the year (from McCann-Erickson), other major activity was Burnett's role in switching Kellogg from network (ABC-TV children's programming) over to spot with film shows under a unique station discount plan based on number of properties used [ADVERTISERS & AGENCIES, June 30, 23; STATIONS, June 16].

DANCER-FITZGERALD-SAMPLE: *Combined tv-radio billing: $48.7 million; $41 million in television ($30 million in network, $11 million in spot); $7.7 million in radio ($3.6 million in network, $4.1 million in spot); tv-radio share of overall billing: 65%.*

The D-F-S roster of broadcast advertisers kept active, tv and radio billing picking up slightly all along the line. The roster includes such names, shows and activities as:

Sterling Drug (spot and network) in NBC-TV daytime programs and also *Suspicion* (NBC-TV, now off), *Restless Gun* (NBC-TV) and *Perry Mason* (CBS-TV); General Mills, spot user, participant in a number of daytime network shows and in *Wyatt Earp, Lawman* and last season's *Disneyland* (all ABC-TV); Proctor & Gamble's daytime network participation and spot buying; Frigidaire (new account billing this year) in a number of daytime programs and in spot; Liggett & Myers (L&M cigarettes), a spot user, and part of *Gunsmoke* (CBS-TV) and all of *Brains & Brawn* (NBC-TV); American Chicle, spot advertiser and in *Cheyenne-Sugarfoot* (ABC-TV), and Falstaff Brewing, a spot user.

COMPTON ADV.: *Combined tv-radio billing: $47.25 million; $45 million in television ($24.75 million in network, $20.25 million in spot); $2.25 million in radio ($750,000 in network, $1.5 million in spot); tv-radio of overall billing: 63%.*

Increasing its share of broadcast billing by 13% over 1957, Compton Adv. gained a number of radio-tv using accounts, among them the spot-heavy Jacob Ruppert Brewing Co. (from Warwick & Legler), General Baking Co. (from BBDO), and Eversharp-Schick Inc. (from Cunningham & Walsh). Additionally it placed two new Procter & Gamble products on the air (network as well as spot): Ivory Liquid and Comet cleanser. Then, too, its broadcast hopper will be swelled next year when the Chesebrough-Pond's billing on the recently-acquired Seaforth line (ex-Vick Chemical) becomes effective; Compton's gain is Norman, Craig & Kummel's loss.

P&G continued to be Compton's biggest broadcast account, billing a spread of daytime serials on CBS-TV, NBC-TV's *Loretta Young Show, This Is Your Life,* ABC-TV's *Wyatt Earp* and CBS-TV's *The Line-Up,* which it shares with Y&R. It lost the west coast portion of Bond Clothes and surrendered spot-using Nehi beverage to D'Arcy.

N. W. AYER & SON: *Combined tv-radio billing $45 million; $30 million in tv ($17 million in network, $13 million in spot); $15 million in radio ($3 million in network, $12 million in spot); tv-radio share of overall billing: 35%.*

Ayer increased its broadcast billing by $14 million over last year, paced by the network tv debuts of Breck and Hill Bros. and the return to this medium by Sealtest, all of whom were sponsors of *Shirley Temple Storybook* on NBC-TV. Added billing also came from Bell Telephone System, which bought *Telephone Time* on ABC-TV, *Bell Science Series* and a group of musical specials on NBC-TV. An extremely active advertiser in spot and network radio and television was Armour & Co., which bought into *Arthur Godfrey Time* on CBS-TV, *Mickey Mouse Club* on ABC-TV and daytime packages on NBC and ABC.

In 1958 Ayer represented 46 clients in television and 60 in radio. Expanded budgets in spot radio and television were ordered by such clients as Atlantic Refining Co. (active in sports and weather shows), Chrysler Corp., DuPont, Corning Glass Works, Hamilton Watch Co., Philip Morris and Yardley & Co., plus other clients who are busy in network radio and tv.

LENNEN & NEWELL INC.: *Combined tv-radio billing $37.9 million; $32.2 million in television ($26.1 million in network, $6.1 million in spot); $5.7 million in radio ($500,000 in network, $5.2 million in spot); tv-radio share of overall billing: 52%.*

Although its radio-tv share dropped by 2% in 1958, L&N kept forging ahead, propelled in part by its acquisition of and merger with several other agencies this past calendar year. On June 1, L&N absorbed Merchandising Factors Inc., San Francisco, merged this agency with L&N's San Francisco and Los Angeles offices to become the L&N West Coast Div.; on Oct. 1, L&N merged with Buchanan & Co., picking up the broadcast billing of Reynolds Metal Co., which when added to substantial spot billing of the Stokely-Van Camp account (gained by Merchandising Factors from Cunningham & Walsh) shot up the radio-tv roster; on Jan. 1, L&N became a $83 million agency with the merger of C. L. Miller & Co., agency for radio-tv-heavy Corn Products-Best Foods—billing $8 million (50% in broadcast media).

One reason for a smaller percentage of overall business in radio-tv this year is that L&N acquired so many print accounts; another was the loss of several radio-tv users, among them Warner-Lambert's Bromo Seltzer and Fizzies (to Warwick & Legler and Lambert & Feasley, respectively); Benrus Watch to Grey Adv., and some Colgate-Palmolive business to Norman, Craig & Kummel.

Conversely, L&N's P. Lorillard business increased with hypoed spot-network allocations for Newport and Kent cigarette brands (NBC-TV's *Arthur Murray Party;* ABC-TV's *Rough Riders* and John Daly news; CBS-TV's *$64,000 Challenge,* dropped and replaced with *Person to Person,* and *$64,000 Question,* dropped and replaced with *Keep Talking*).

Colgate-Palmolive also gave L&N an across-the-board network quiz show, *The Big Payoff.* American Airlines continued with its radio *Music Till Dawn* series. American Gas Assn. stuck to CBS-TV's *Playhouse 90.*

WILLIAM ESTY CO.: *Combined tv-radio billing $39 million; $35 million in television ($30 million in network, $5 million in spot); $4 million in radio ($1.5 million in network, $2.5 million in spot); tv-radio share of overall billing: 52%.*

R. J. Reynolds Tobacco Co. ranked highest in Esty's tv-radio billing with network sponsorship of ABC-TV's *Lawman,* CBS-TV's *I've Got a Secret, Playhouse 90,* and *Phil Silvers Show,* and NBC-TV's *Bob Cummings Show, People Are Funny, Wagon Train,* and *Northwest Passage,* plus heavy spot tv and radio. Reynolds also sponsors network radio newcasts on ABC. Second in network tv billing was National Carbon for Prestone antifreeze and Eveready batteries, with sponsorship in CBS-TV's *Perry Mason* and *Playhouse 90,* ABC-TV's *Cheyenne* and *NBC News.* Spot tv and radio users, aside from Reynolds and National Carbon, included P. Ballentine & Sons beer and ale, Sun Oil, Ben Gay, Pacquin's cosmetics and Hire's root beer.

KENYON & ECKHARDT: *Combined tv-radio billing $37.2 million; $30 million in television ($22.3 million in network, $7.7 million in spot); $7.2 million in radio ($1 million in network, $6.2 million in spot); tv-radio share of overall billing: 65%.*

K&E has been shaking off a broadcast

CONTINUED PAGE 43

BALTIMORE SUCCESS STORIES

TV SUCCESS STORY

ROYAL CROWN BOTTLING COMPANY

There is one Crown that always "wears well" — and that's the sparkling Royal Crown known familiarly as RC Cola. Thanks to WMAR-TV, the message about RC Cola's distinctive "lightness and lift" has definitely been getting across to our friendly customers.

The sale of Royal Crown Cola, Nehi flavors and Upper-10 is steadily increasing in the Baltimore market area, and WMAR-TV has played an important role in our successful campaign.

We at Royal Crown Cola greatly appreciate the friendly co-operation on the part of the entire staff of WMAR-TV and are looking forward to continued pleasant associations in the future.

K. H. BURCHAM
Vice President

WMAR-TV
Channel 2, Baltimore
Sunpapers Television
"MARYLAND'S PIONEER TELEVISION STATION"

CBS TELEVISION

Contact Your KATZ Rep. Now!

TV SUCCESS STORY

D & H DISTRIBUTING COMPANY, INC.

We at the D&H Distributing Co., Inc., are most pleased to say that our television spot schedule on your station really paid off with a plus volume. All of the retailers who participated in our sales promotion of Signal Fans stated that the results have been phenomenal for them. Ever since the inception of this TV Spot Promotion on WMAR-TV, Channel 2 we have been able to sell these famous fans in large quantity and at this point we would like to thank Stu Kerr and all station personnel for their fine spirit of cooperation. The Roman Advertising Agency deserves a mention for planning this perfect schedule since it brought us the ultimate in results proving again that a television advertising campaign for a good product guarantees results.

Edward Huppert
D & H Distributing Company, Inc.

WMAR-TV
Channel 2, Baltimore
SUNPAPERS TELEVISION
"MARYLAND'S PIONEER TELEVISION STATION"

NIELSEN: (SEPT. 7-OCT. 4, 1958)

Again WMAR-TV reached more homes than any other Baltimore station (aggregate total of ¼ hours 7 A.M. to Midnight, Sunday through Saturday). Seven out of the top ten programs are on Channel 2.

AMERICAN RESEARCH BUREAU (ARB)

The October, 1958, ARB shows WMAR-TV leading with 35.8% share of audience—six out of the top ten programs in the Baltimore area are on Channel 2.

WMAR·TV 2
channel

SUNPAPERS TELEVISION
PHONE MU. 5-5670 BALTIMORE 3, MARYLAND

VIEWED MOST*

*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

billing setback of a year ago when the loss of Warner-Lambert sharply affected its radio-tv total. This year, the agency is buttressed by its lineup of network tv shows and a lift in spot activity in both radio and tv. Network advertisers include RCA in color shows including *George Gobel-Eddie Fisher, Northwest Passage* and *Ellery Queen* (all NBC-TV) RCA-Whirlpool in *Perry Como* (NBC-TV); Lincoln-Mercury's alternate sponsorship of *Ed Sullivan* (CBS-TV); Nabisco's *Rin Tin Tin* (ABC-TV); Harold F. Ritchie (Brylcreem) in *Cimarron City* (NBC-TV) and *77 Sunset Strip* (ABC-TV). In network radio, RCA is active in *Monitor* (NBC Radio) and Quaker State is on MBS for six months (*Game of the Day*). Spot tv advertisers include Lever (Praise, Handy Andy), Brylcreem, Pepsi-Cola, Lincoln-Mercury and Nabisco, while Capitol Airlines is active in radio spot.

FOOTE, CONE & BELDING: *Combined tv-radio billing $35.5 million; $29 million in television ($26.1 million in network, $2.9 million in spot); $6.5 million in radio ($3.9 million in network, $2.6 million in spot); tv-radio share of overall billing: 36%*

FC&B's pace has quickened by tv network billing, which accounted for most of the $3.5 million broadcast increase this year. Kimberly-Clark, for example, is in *Playhouse 90* on CBS-TV and *Perry Como* on NBC-TV; S. C. Johnson's wax is on *Red Skelton* (CBS-TV); Zenith Radio participated earlier in the year on *Steve Allen* (NBC-TV); Hallmark cards on its NBC-TV specials; General Foods (Kool-Aid) in *Mickey Mouse Club* (ABC-TV). In addition, FC&B billed on participation in *Cheyenne-Sugarfoot* on ABC-TV, *I Love Lucy* reruns on CBS-TV, as well as Lever Bros. product participation in a number of network shows. Rheingold buys tv syndication, and other spot tv users include Johnson's Wax, Kimberly-Clark, Pepsodent, Savarin Coffee, Armour, Tidewater and Kool-Aid among others; Lever's Pepsodent and Air-Wick, Armour and Kool-Aid are heavy in radio.

SULLIVAN, STAUFFER, COLWELL & BAYLES: *Combined tv-radio billing $30 million; $23.6 million in television ($17.2 million in network, $6.4 million in spot); $6.4 million in radio ($1.1 million in network, $5.3 million in spot); tv-radio share of overall billing: 70%.*

Up $3.3 million from last year, SSC&B continued the higher billing pace set in 1957 when it gained four new clients. Billing was coming in from its diversified package goods list, chiefly from Noxzema (NBC-TV's *Perry Como Show*); Pall Mall (NBC-TV's *Wells Fargo* and *M-Squad*); Block Drug (NBC-TV's *Jack Paar*) and Carter Products sponsorship in football (bowl games) and other sports events. Network radio clients include Lever's Breeze, while Rise, Pall Mall, Salada Tea, Duffy-Mott Products (Clapp's, Mott's apple juice and Sunsweet) and Arrid are active in spot tv and spot radio.

CAMPBELL-EWALD CO.: *Combined tv-radio billing $30 million; $25.5 million in tele-*

CONTINUED PAGE 44

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Oct. 11-17

Rank	No. Viewers (000)
1. *Gunsmoke*	45,250
2. *Wagon Train*	44,010
3. *Perry Como*	42,720
4. *Maverick*	38,430
5. *Have Gun Will Travel*	35,790
6. *Perry Mason*	33,140
7. *Dinah Shore—Chevy Show*	32,460
8. *Bob Hope*	32,290
9. *Wyatt Earp*	32,080
10. *Real McCoys*	31,700

Rank	Rating
1. *Gunsmoke*	44.9
2. *Wagon Train*	39.3
3. *Perry Como*	36.8
4. *Maverick*	34.7
5. *Have Gun, Will Travel*	33.8
6. *I've Got A Secret*	33.1
7. *Price Is Right*	32.7
8. *Bob Hope*	32.6
9. *What's My Line*	32.4
10. *Wyatt Earp*	32.4

Copyright 1958 American Research Bureau

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Oct. 4-10

Rank	No. Homes (000)
1. *Lucille Ball & Desi Arnaz*	13,213
2. *Gunsmoke*	12,169
3. *Perry Como*	11,969
4. *Danny Thomas*	11,602
5. *Have Gun, Will Travel*	10,617
6. *Garry Moore*	10,605
7. *Loretta Young*	10,449
8. *Wyatt Earp*	10,134
9. *Dinah Shore*	10,102
10. *Wells Fargo*	9,921

Rank	% Homes
1. *Lucille Ball & Desi Arnaz*	38.0
2. *Gunsmoke*	36.6
3. *Perry Como*	34.6
4. *Danny Thomas*	33.1
5. *Garry Moore*	31.8
6. *Have Gun, Will Travel*	31.6
7. *Wyatt Earp*	30.4
8. *Loretta Young*	30.3
9. *Alfred Hitchcock Presents*	30.0
10. *Dinah Shore—Chevy Show*	29.8

Copyright 1958 Videodex Inc.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cheyenne (ABC-126): National Carbon (Esty), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.

Perry Como (NBC-171): participating sponsors, Sat. 8-9 p.m.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun—Will Travel (CBS 148): Lever (JWT), Whitehall (Bates) Sat. 9:30-10.

Alfred Hitchcock Presents (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-197): Reynolds (Esty), Wed. 9:30-10 p.m.

Lucille Ball & Desi Arnaz (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.

Garry Moore (CBS-180): Revlon (La-Roche), Kellogg (Burnett), Pittsburgh Plate Glass (BBDO), Tues. 10-11 p.m.

Dinah Shore (NBC-180): General Motors (C-E), Sun. 9-10 p.m.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Oct. 5-18

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. *World Series-Sun.*	22,533
2. *World Series*	20,054
3. *Gunsmoke*	16,922
4. *Wagon Train*	16,748
5. *Lucille Ball & Desi Arnaz*	14,747
6. *Danny Thomas*	14,660
7. *Cheyenne*	14,573
8. *Perry Como*	14,312
9. *I've Got A Secret*	14,007
10. *Sugarfoot*	13,703

Rank	% Homes*
1. *World Series-Sun.*	52.6
2. *World Series*	46.8
3. *Gunsmoke*	39.8
4. *Wagon Train*	39.6
5. *Lucille Ball & Desi Arnaz*	36.2
6. *Cheyenne*	35.6
7. *Danny Thomas*	34.5
8. *Perry Como*	33.7
9. *Sugarfoot*	33.3
10. *I've Got A Secret*	32.8

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. *World Series-Sun.*	16.226
2. *Gunsmoke*	16,052
3. *Wagon Train*	13,703
4. *Danny Thomas*	13,616
5. *Have Gun, Will Travel*	12,876
6. *Wells Fargo*	12,876
7. *I've Got A Secret*	12,615
8. *World Series*	12,528
9. *Lucille Ball & Desi Arnaz*	12,267
10. *Wyatt Earp*	12,224

Rank	% Homes*
1. *World Series-Sun.*	37.9
2. *Gunsmoke*	37.7
3. *Wagon Train*	32.4
4. *Danny Thomas*	32.1
5. *Have Gun, Will Travel*	30.8
6. *Wells Fargo*	30.2
7. *Lucille Ball & Desi Arnaz*	30.1
8. *I've Got A Secret*	29.5
9. *World Series*	29.2
10. *Wyatt Earp*	29.2

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1958 A. C. Nielsen Co.

Red Skelton (CBS-166): Pet Milk (Gardner), S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Sugarfoot (ABC-126): American Chicle (Bates), Luden's (Mathes), Tues. 7:30-8:30 p.m.

Ed Sullivan (CBS-159): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.

Top Ten Lucy Shows (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): Ford Motors (JWT), alternating with Nabisco (M-E), Wed. 7:30-8:30 p.m.

Wells Fargo (NBC-163): American Tobacco (SSC&B), alternating with Buick Dealers of America (M-E), Mon. 8:30-9 p.m.

World Series (NBC-195): Gillette (Maxon), Oct. 1-9, 2-5 p.m.

Wyatt Earp (ABC-159): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

vision ($20.5 million in network, $5 million in spot); $4.5 million in radio ($3 million in network, $1.5 million in spot); tv-radio share of overall billing: 33%.

Campbell-Ewald continued boosting its broadcast spending in 1958 with 33 cents of each client dollar going into tv and radio instead of only 27 cents on the dollar last year. Partly responsible for the increase was Hertz Corp. (auto rentals) which bought CBS Radio news and Kroger Grocery Co., heavy in radio-tv spot. The agency resigned Kroger at the end of October, however, and the account landed at Campbell-Mithun Inc. Campbell-Ewald continued heavy spending for Chevrolet on *Chevy Show With Dinah Shore* on NBC-TV and *Pat Boone Chevy Showroom* on ABC-TV, adding news on CBS Radio. It also continued Lowell Thomas on CBS Radio and Mr. Thomas' *High Adventure* on CBS-TV for the General Motors Delco-Remy Div. Goebel beer is still heavy in radio-tv spot and sports.

CUNNINGHAM & WALSH: *Combined tv-radio billing $22 million; $13 million in television ($3 million in network, $10 million in spot); $9 million in radio ($2.5 million in network, $6.5 million in spot); tv-radio share of overall billing: 40%.*

C&W is up $5 million, most of the increase in spot tv—more spending by clients and additional spot billing this year from new accounts Jergens lotion and Stephan's among others. Network tv billing, principally from two accounts—The Texas Co. (specials on NBC-TV) and Sunshine Biscuit (participations in daytime shows)—showed an expected rise over last year. C&W's big spot accounts also include Texas Co. (radio and tv), Folger Coffee, American Cyanamid, Sunshine, Chase Manhattan Bank, Narragansett Brewing and the *New York Daily News.*

GEOFFREY WADE ADV.: *Combined tv-radio billing $18.6 million; $17.1 million in television ($9.1 million network, $8 million spot); $1.5 million in radio ($600,000 in network, $900,000 in spot); tv-radio share of overall billing: 85%.*

Wade's combined tv-radio billing continued its upward spurt during 1958 to a healthy $18.6 million, up from $12.8 million in 1957. It represents increased spending by the agency's two principal accounts, Miles Labs and Alberto-Culver Co., both going stronger into tv. Miles is spending on ABC-TV's *Wednesday Night Fights, Rifleman, Leave It to Beaver* and *Adventuretime* plus four daytimers on NBC-TV and three daytimers on CBS-TV. Alberto-Culver is participating in eight daytime shows on NBC-TV.

MAXON INC.: *Combined tv-radio billing $16.8 million; $15.8 million in television ($14 million in network, $1.8 million in spot); $1 million in radio ($700,000 in network, $300,000 in spot); tv-radio share of overall billing: 55%.*

Maxon held its dollar level of radio-tv billing during the year but increases in spending in other media dropped the broadcast proportion from a previous 60% to 55% in 1958. Gillette continued strong in broadcast advertising in both radio and tv sports events such as *Cavalcade of Sports* on NBC-TV and NBC Radio. General Electric kept *Cheyenne* on ABC-TV until September and returns Jan. 4, 1959, with *College Quiz* on CBS-TV. Heinz 57 foods vacated spot, film syndication buys and *Captain Gallant* on NBC-TV in favor of participations on four NBC-TV daytime shows while Pittsburgh paint sponsored the night version of *Garry Moore Show* on CBS-TV. Charles E. Hires Co. was light in spot tv. Maxon added Safeway Stores New York Div. during the year, a radio spot account.

NEEDHAM, LOUIS & BRORBY: *Combined tv-radio billing $16.8 million; $13.9 million in television ($11.4 million in network, $2.5 million in spot); $2.9 million in radio ($200,000 in network, $2.7 million in spot); tv-radio share of overall billing: 47%.*

NL&B boosted its broadcast billing $2.8 million over last year, with tv responsible for $2.1 million of this jump. It added such broadcast accounts as Renault (small foreign cars) and Oklahoma Oil (estimated $2 million) and lost part ($3 million) of Quaker Oats (Ken-L products) to J. Walter Thompson (which earlier dropped Swift's Pard dog food).

Agency network activity during 1958 included S. C. Johnson & Son's *Yancy Derringer, Zane Grey Theatre, Red Skelton Show, Spotlight Playhouse, Johnson's Wax Theatre* and *Verdict Is Yours* (all CBS-TV), and *Steve Allen Show, Matinee Theatre, Treasure Hunt* and *Truth or Consequences* (NBC-TV) for wax products; Lever Bros.' *Father Knows Best, Jackie Gleason Show* and *For Love or Money* (CBS-TV) and *Concentration* (NBC-TV), for All detergent and other products; Campbell Soup Co.'s *Lassie* (CBS-TV) and *Donna Reed Show* and *Peter Lind Hayes Show* (ABC-TV), for V-8 vegetable juices, pork and beans; State Farm Insurance Companies' *Game of the Week* (CBS-TV); Kraft Foods Co.'s *Kraft Music Hall* with Milton Berle and *Bat Masterson* (NBC-TV) for margarine, shortening, oil, other products; Morton Salt Co.'s *Alex Dreier Show* (NBC Radio). Renault, with $168,000 in fresh money, bought alternate weeks (six shows) on Edward R. Murrow's *Small World* (CBS-TV).

In Canada S. C. Johnson & Son Ltd. sponsored *Cannonball, Red Skelton, Dragnet* and five Wayne & Schuster specials.

Spot tv activity primarily involved Household Finance Co., Lever Bros., State Farm Insurance, Campbell Soup and Oklahoma Oil; spot radio was used for HFC, State Farm, Campbell and Oklahoma.

ERWIN WASEY, RUTHRAUFF & RYAN: *Combined tv-radio billing $16.5 million; $11 million in television ($8 million in network, $3 million in spot); $5.5 million in radio (all in spot); tv-radio share of overall billing: 29%.*

EWR&R's increase in broadcast billing of $1.5 million over last year resulted from acquisition of three air-minded accounts—Pursettes, Lanolin Plus and Joe Lowe Corp.—and expanded budgets by some of its other clients. The gain was achieved despite the loss during the year of such spot advertisers as Bon Ami and Sun Oil. Network television advertisers include Carnation Co. for *George Burns Show* and Campana, A. E. Staley Mfg. Co. and William Wrigley Co. for daytime segments. Active in network radio were Wrigley, Staley, Campana and White King Soap Co. EWR&R had impressive tv billing overseas in the United Kingdom but this business was not considered in this breakdown.

GREY ADV.: *Combined-tv radio billing $16.5 million; $11.1 million in television*

CONTINUED PAGE 48

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,926,000 people in the U. S. over 12 years of age during the week Nov. 7-Nov. 13. This is how they spent their time:

70.5%	(88,778,000)	spent 943.2 million hours†	WATCHING TELEVISION
56.6%	(71,274,000)	spent 976.8 million hours	LISTENING TO RADIO
82.7%	(104,141,000)	spent 431.6 million hours	READING NEWSPAPERS
32.6%	(41,052,000)	spent 212.6 million hours	READING MAGAZINES
24.0%	(30,273,000)	spent 371.6 million hours	WATCHING MOVIES ON TV
19.8%	(24,934,000)	spent 102.2 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 112,138,000 people over 12 years of age have access to tv (89.1% of the people in that age group); (2) 43,441,000 households with tv; (3) 47,856,000 tv sets in use in U. S.

KRON is TV in SF

San Franciscans are sold on KRON-TV

New Data on SF
"How Nielsen Sees San Francisco"
Ask PGW for your copy

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

RUN YOUR OWN

YANKEE

The story of George M. Cohan,
"Mr. Show Business Himself,"
starring James Cagney
in this greatest
of all song and dance hits.

Audiences are still singing
his grand old songs:
"It's A Grand Old Flag,"
"Mary," "Over There,"
"Give My Regards
To Broadway."

SPECTACULAR!

DOODLE

NOW AVAILABLE FOR THE FIRST TIME ON TV

LIMITED TO 2 SHOWINGS ONLY

What an opportunity to do the kind of spectacular only networks have been able to program! From December 1, 1958 to July 5, 1959 "Yankee Doodle Dandy," smash hit musical is available for two showings only! It's the film everybody wants to see again. Schedule one showing in the winter and the second as a perfect patriotic tie-in during the July 4th period.

WINNER
OF 3 OSCARS.
NOMINATED
FOR 5 MORE!

ALREADY BOUGHT BY

WBBM-TV, Chicago; WTVN-TV, Columbus, Ohio; WJAR-TV, Providence; WFBM-TV, Indianapolis; WSYR-TV, Syracuse; KNXT, Los Angeles; KUTV, Salt Lake City; CKLW-TV, Detroit; WTEN, Albany; KTNT-TV, Tacoma-Seattle; KBET-TV, Sacramento; KVAR, Phoenix; KROC-TV, Rochester, Minn.; WWLP, Springfield, Mass.; WHDH, Boston; WCNY-TV, Carthage, N. Y.; KCSJ-TV, Pueblo; KTVU, San Francisco; and WABT, Birmingham.

For full details, write, wire, phone:

a.a.p.

United Artists Associated, Inc.
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

NEW YORK
CHICAGO
DALLAS
LOS ANGELES

($8.5 million in network, $2.6 million in spot); $5.4 million in radio ($1 million in network, $4.4 million in spot); tv-radio share of overall billing: 39%.

Broadcast billing at Grey this year showed a gain of more than $1 million over 1957, attributed largely to such new accounts as Westinghouse Electric Corp., Ronson Corp. and General Electric Co. The agency lost no radio-tv clients during the year.

Highlights of Grey's broadcast activity in 1958 include network sponsorship by Greyhound Corp. on NBC-TV's *Steve Allen Show;* Mennen Co. on CBS-TV's *Pursuit;* Ronson Corp. on CBS-TV's *Arthur Godfrey Time,* and Van Heusen Corp. on CBS-TV's *Perry Mason.* Spot radio-tv advertisers active during the year were Block Drug Co., Greyhound, Chock Full O' Nuts Corp., Chunky Chocolate Corp., Hoffman Beverage Co., G. Krueger Brewing Co. and R. H. Macy Co.

PARKSON ADV.: *Combined tv-radio billing $15.8 million; $15.6 million in television ($15 million in network, $600,000 in spot); $200,000 in radio (all spot); tv-radio share of overall billing: 90%.*

More J. B. Williams billing (obtained in October 1957 when Pharmaceuticals acquired the toiletries firm) showed up during the year. Parkson, which picked up nearly $1 million this year, primarily bills in network tv for both Williams and Pharmaceuticals. Activity was in such shows as Arthur Godfrey (both daytime and nighttime periods), *Jackie Gleason, Amateur Hour, To Tell the Truth,* all CBS-TV; the daytime and weekly nighttime *Concentration,* and *Arthur Murray* on NBC-TV (also 1958 but now off the air, *End of the Rainbow* and *What's It For?,* both NBC-TV); and three other daytime shows on both NBC-TV as well as CBS-TV. Also during 1958, Parkson handled billing on *Twenty One* (NBC-TV).

GRANT ADV.: *Combined tv-radio billing $15.5 million; $12.8 million in television ($9.8 million in network, $3 million in spot); $2.7 million in radio ($100,000 in network, $2.6 million in spot); tv-radio share of overall billing: About 25%.*

Grant Adv.'s domestic radio-tv billing dipped $500,000 from last year, with most other categories remaining about the same. The agency attributes the dip largely to termination of Plymouth's *A Date With the Angels* last April and the summer hiatus of the Lawrence Welk *Plymouth Show.*

The biggest defection in the Grant camp was loss of Florists Telegraph Delivery Assn. (about $2.8 million), which went to Keyes, Madden & Jones, and for which, through September, it carried Edward R. Murrow's *Person to Person* and a subsequent film series. (It picked up the Swanson Cookie Co. account, worth about $500,000.) The biggest network advertisers were the Dodge *Lawrence Welk Show* and new *Plymouth Show.*

Active spot clients were Dodge, Plymouth, Dr. Pepper, Comet Rice, Warren Petroleum and various other regional and smaller accounts.

D'ARCY ADV.: *Combined tv-radio billing $15.5 million; $10.5 million in television ($6.5 million in network, $4 million in spot); $5 million in radio (all spot); tv-radio share of overall billing: 32%.*

D'Arcy broadcast billing jumped by $1.5 million this year, resulting primarily from the Olin Mathieson Chemical Corp. entry into tv corporate advertising with *Small World* on CBS-TV and partly from Studebaker-Packard's campaign on NBC-TV and new spot tv business from Halo. Other network tv business came from Gerber's participations on daytime shows and Patterson-Sargent (paints) purchases on NBC-TV's *Today.* Active spot-radio clients were Anheuser-Busch Brewing (Budweiser), Gerber's, Standard Oil Co. of Indiana and General Tire & Rubber Co.

CAMPBELL-MITHUN: *Combined tv-radio billing $15.5 million; $13 million in television ($9 million in network, $4 million in spot); $2.5 million in radio (all spot). Tv-radio share of overall billing: 48%.*

The Minneapolis-based agency dipped

CONTINUED PAGE 50

TV NEEDS A CHANGE, SAYS 'FORTUNE' MAGAZINE

Television is in "another season of second-rate programming" and a "self-destructive cycle" in which "reduced audience" and "weakened economics" perpetuate one another, according to an article in the December issue of *Fortune,* which appears this week.

The article is called "Tv: The Light That Failed." It says pay television may be the "curative force."

Theme of the piece is that while "tv might be a magnificent medium," the "staples of tv today are pap."

"Television's exotic economies have reached a stage where they cannot be depended upon to improve the product [the program]," the article asserts. "On the contrary, tv economics tend to establish and perpetuate mediocrity. Moreover, a strong argument can be made that as mediocrity pervades the medium, a chain reaction is set up that leads to a further debasement of product and a further strain on television's financial structure."

Fortune cites "five factors" which it says have had "the effect of increasing the already awesome pressures within the medium." It summarizes them thus: "The financial squeeze, the buyers' market, audience saturation, greater selectivity among viewers, and some doubt among advertisers." The article continues:

"Most sponsors may still continue to stick it out in television, even those with unhappy experiences like Bulova Watch (which took a beating last season on $1.75 million worth of Frank Sinatra shows) or Shulton (Old Spice toiletries), whose first-quarter earnings were down because of high advertising costs (alternate sponsorship of the *Eve Arden Show*).

"But one bad experience makes them doubly wary about the shows they subsequently back in this biggest and costliest of advertising gambles."

The article says its "delineation of the strained state of affairs now prevailing in television is not intended to imply that some cabal of willful men is intent upon the debasement of a great medium of communication. Nor does it dismiss the good things to be found on television . . . but it does mean that television has reached a kind of ceiling, that mediocrity is increasing and that only through some drastic change in the medium's evolution will the excitement and aspiration of, say, 1954, return to our tv screens."

Fortune quotes Brig. Gen. David Sarnoff, board chairman of RCA, as having once said: "We're in the same position as a plumber laying a pipe. We're not responsible for what goes through the pipe."

Sylvester L. (Pat) Weaver Jr., former president and board chairman of NBC, is described as one "looked upon by many in the industry as a sort of personification of tv's potential scope, dynamism and audacity." His departure from NBC in 1956 is seen as the abandonment of "an entire programming philosophy."

ABC-TV's rise as a third major network, the article continues, seems likely "to contribute further to the degradation of quality at CBS and NBC." *Fortune* also says ABC-TV made a "rate break" on daytime charges and that "rate cuts are in prospect [if the ABC venture succeeds] with an inevitable tightening up of program budgets."

Film packagers also get a going-over in the article. They are accused, generally, of contributing to the "mediocrity" of programming.

The article sees some hope in color and videotape but its conclusion is that "the curative force" may be pay television.

"One thing for sure," it says, "a potentially magnificent medium is not going to be kept in a state of continual adolescence on the notion that because the public can get shoddy merchandise free, it won't pay to get quality merchandise elsewhere.

"As for commercial television's counter-argument that it would collapse under the competition, pay tv is not going to come overnight. Commercial tv will have plenty of opportunity to make a solid structure of its jerry-built establishment and do it for the first time under the influence of competition, a force that has worked miracles for quality improvement throughout our system."

2nd ARBITRON Report, for October,

AGAIN ESTABLISHES

lively 5 WNEW-TV

METROPOLITAN BROADCASTING CORPORATION

NEW YORK'S No.1 INDEPENDENT TELEVISION STATION

Average Share of Audience Per Quarter-Hour*	
WNEW-TV	**10.8**
Independent B	6.7
Independent C	6.1
Independent D	4.8

* **Based on TOTAL HOURS of viewing, sign-on to sign-off, entire week – NOT ON SELECTED TIME PERIODS – NOT ON ISOLATED FEATURES!**

about $1.3 million in broadcast billing, off almost equally in network and spot tv, with radio up $1 million. Biggest switch of the year: C-M inherited 11 divisions of the Kroger Co. from Campbell-Ewald Co., giving it control over all Kroger's 22 units, plus the manufacturing division, for perhaps $3 million in billings, including $2.5 million in radio-tv. (Billings actually started accruing Nov. 1. C-M previously had serviced 11 other divisions.)

C-M's leading network tv advertisers were Pillsbury Co., including *As the World Turns, Edge of Night, Art Linkletter's House Party* and *I Love Lucy* on CBS-TV; Gold Seal Co. (Glass Wax) for *Mickey Mouse Club* on ABC-TV; Hamm Brewing Co. (Hamm's beer) for NBC major league baseball on weekends, Green Bay Packers pro football on CBS-TV and *Perry Mason* on the same network, in the west and midwest, and American Dairy Assn., for participating sponsorship of the *Perry Como Show* on NBC-TV.

Prominent spot radio-tv advertisers included Hamm's, Gold Seal, Malt-O-Meal (cereals), Ballard Flour Co., Kroger's, Morrell (Red Heart dog food), Top Value Stamps, and Northwest Airlines. Campbell-Mithun placed no network radio.

NORMAN, CRAIG & KUMMEL: *Combined tv-radio billing $14.6 million; $10.5 million in television ($6.4 million in network, $4.1 million in spot); $4.1 million in radio ($1 million in network, $3.1 million in spot); tv-radio share of overall billing: 40%.*

NC&K increased its radio-tv billing $4.3 million and broadcast activity accounted for more of the agency's overall billing this year. The tally was aided by Colgate-Palmolive (Veto deodorant and Vel shampoo) which participated in *Big Payoff, Top Dollar* on CBS-TV and *The Thin Man* on NBC-TV. Other advertisers: Pabst Co., acquired in 1957, was in spot tv; Warner Lambert, a radio-tv spot user, also was in NBC-TV's *Restless Gun;* Willys was in ABC-TV's *Maverick;* Speidel was in *Price Is Right* on NBC-TV, while Hudson Paper was in spot tv and spot radio.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: *Combined tv-radio billing $13 million; $10.5 million in television ($8.5 in network, $2 million in spot); $2.5 million in radio ($500,000 in network, $2 million in spot); tv-radio share of overall billing: 54%.*

A jump of more than $1.5 million in radio over last year was a strong factor in adding $3 million more in billing to the agency's 1957 broadcast total. In network radio, Bristol-Myers used the Wilma Soss financial news program on NBC Radio as well as special sports events. Active spot radio and spot tv advertisers were Fulham Bros. (frozen foods), the Borden Co. and its Pioneer Div., McCormick & Co. (spices) and two new accounts—Mueller macaroni and Noxzema. The dominant network tv advertisers were Bristol-Myers, with *Peter Gunn* on NBC-TV and *Mickey Mouse Club* on ABC-TV, and Pharmaco Inc., with *It Could Be You* and *Comedy Time*, both on NBC-TV.

GARDNER ADV.: *Combined tv-radio billing $11.5 million; $8.05 million in television ($5.2 million in network, $2.85 million in spot) $3.45 million in radio ($750,000 in network, $2.7 million in spot); tv-radio share of overall billing: 50%.*

The slight increase over Gardner's 1957 broadcast billing of $10.4 million can be ascribed to higher television costs. Gardner's major network advertiser continued to be Pet Milk Co. with alternate weeks of CBS-TV's *Red Skelton Show*, alternate week quarter-hour sponsorship of CBS-TV's *Edge of Night* daytimer and sponsorship of NBC Radio's *Grand Ole Opry* and *Sunday Morning*, the latter on a Southern regional radio network.

Ralston Purina for Dog Chow [ADVERTISERS & AGENCIES, Sept. 8] with Miles Labs (Geoffrey Wade Adv.) dropped ABC-TV's *Broken Arrow*, moving into *Leave It to Beaver* and *Rifleman*, both new to the network. On *Rifleman*, Ralston and Miles shared costs with Procter & Gamble for tv's first triple-sponsored regular weekly 30-minute series. Monsanto Chemical Co., despite earlier hesitation, stuck with CBS-TV's *Conquest* specials; Anheuser-Busch's "Busch Bavarian" again backed the hometown St. Louis Cardinals on both radio and tv, also buying syndicated film shows, and Grove Labs stuck to spot and network radio on behalf of Bromo-Quinine. Gardner gained several new accounts not yet in broadcast media and continued spot testing P&G's new Duncan Hines foods line.

TATHAM-LAIRD: *Combined tv-radio billing $11 million; $10.5 million in television ($8.5 million in network, $2 million in spot); $500,000 in radio (all spot); tv-radio share of overall billing: 57%.*

Spot tv up, network tv down—but a bigger share for broadcast media overall. That's the story of Tatham-Laird during 1958 as the agency added four new clients and dropped one. Its radio-tv share of billings increased from 48% to 57%, with preponderant emphasis on tv.

As last year, clients who bought sponsorship or participations on several network tv properties included Toni Co. (for White Rain, Prom), Wander Co. (Ovaltine), General Mills (for Kix, Muffin Mix, Sugar Jets, Surechamp dog food, Trix), Campbell Soup and Procter & Gamble (Fluffo, American Family soaps, detergents). Spot users (primarily tv) were Campbell, General Mills, Wander, Parker Pen Co., Toni, P&G and Whitehall.

During the past year, Tatham-Laird lost some Armour business but added Whitehall Pharmacal ($300,000 Kolynos account) from Grey Adv.; Serta Assoc. ($1 million) from Erwin Wasey, Ruthrauff & Ryan; National Home Corp. from Powell, Schoenbrod & Hall Adv., and, Clark Oil & Refining Corp. (an estimated $1.5 million) from Mathisson & Assoc., Milwaukee.

Clark, aggressive midwest petroleum firm, is perennial sponsor of Braves baseball on a 40-station regional network, U. of Wisconsin football coverage on WEMP Milwaukee and a user of newscasts and spot announcements ranging up to 140 stations [ADVERTISERS & AGENCIES, Oct. 20]. It continues to put money heavily in radio (about 90% of the budget).

BRYAN HOUSTON: *Combined tv-radio billing $10.8 million; $10.1 million in television ($6.6 million in network, $3.5 million in spot); $700,000 in radio (all spot); tv-radio share of overall billing: 60%.*

A spurt in spot tv activity led Bryan Houston to a higher broadcast level, its combined figure up nearly $2 million, spot tv alone up $1.5 million. Dristan and Nestle were among the most active broadcast accounts. Whitehall (Dristan, other products) was in such network shows as *Behind Closed Doors* on NBC-TV; *Doug Edwards and the News, Have Gun Will Travel* and *Name that Tune* on CBS-TV; *77 Sunset Strip* and *John Daly and the News* on ABC-TV, and various daytime segments. Nestle (Nescafe) in addition to *Gale Storm Show* on CBS-TV participated in ABC-TV's Operation Daybreak and was responsible for just about all of the agency's spot radio. Spot tv advertisers included Heublein, (chiefly Maypo and Maltex), Nestle and Whitehall.

OGILVY, BENSON & MATHER INC.: *Combined tv-radio billing $10.1 million; $7.7 million in television ($4.8 million in network, $2.9 million in spot); $2.4 million in radio ($600,000 in network, $1.8 million in spot); tv-radio share of overall billing: 54%.*

Up $3.7 million in tv-radio billing, OB&M in 1958 spent over half its allocations in broadcast media, this move being predicated on the introduction of Lever's new Lucky Whip dessert topping which supplemented the spot activities of Lever's

CONTINUED PAGE 54

OBM Establishing L.A. Office

Ogilvy, Benson & Mather Inc., New York, and London, is establishing a west coast office, its first U. S. branch bureau, the agency announced last week. Scheduled to open in February, the Hollywood office will be headed by Christy Walsh, who joins OBM Dec. 8. Mr. Walsh currently is programming broadcast supervisor on the Colgate-Palmolive account at Ted Bates & Co. He will spend some time in New York before flying west. An official of OBM said no transfer of account responsibility westward is being planned, but that the Hollywood office will function as a service bureau to handle network and other tv film production work. Such west coast accounts as Orient & Pacific Lines will continue to be worked out of New York. It is understood that OBM's expanded account roster by such broadcast conscious advertisers as Lever Bros. and General Foods Corp. prompted the move in that the agency now will have more nighttime tv responsibilities requiring supervision of programming and commercial production at the source.

SPeeDy's dominance in Toledo is dramatically demonstrated with the station's receiving the highest morning Hooper rating in its 37 years of operation—56%!* Top **listeners' acceptance** coupled with an all-time high in **customer acceptance** reflect WSPD's forward march to give you more mileage for your dollar.

This leadership has been created through balanced programming around the clock, aggressive merchandising, continuous audience promotion, and inspired public service. By all measurements, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask your KATZ man for details. **Aug.- Sept. Hooper*

"Famous on the local scene"

WSPD SPeeDy

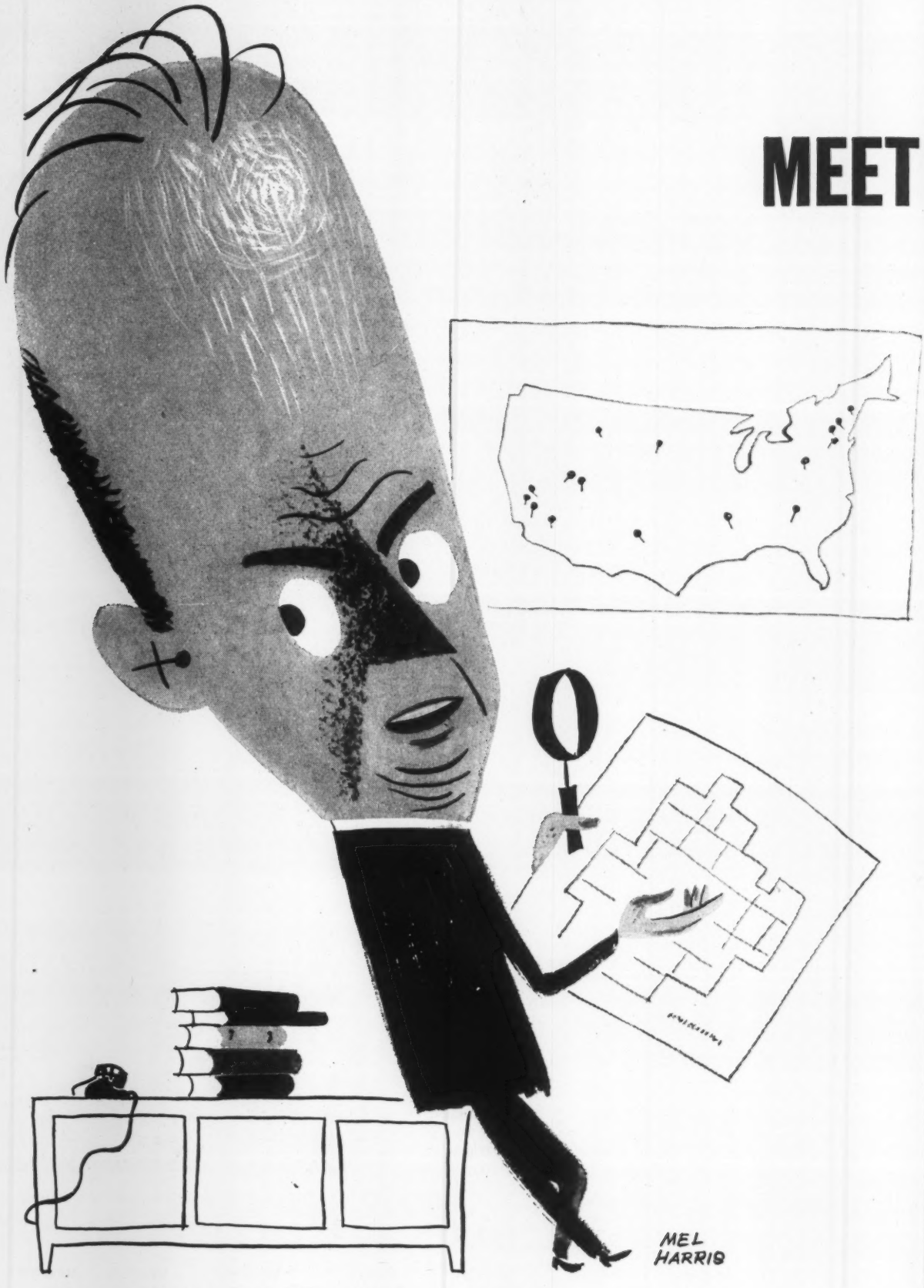
NBC RADIO in TOLEDO

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

MEET



This is another in our series about successful people in advertising. ***Peters, Griffin, Woodward, Inc.*** *Spot Television*

T MR. MARKETKNOWER

A gentleman who attributes his success to his knowledge of what goes on in every market. "I don't treat markets alike—because they're different" he says, with more than a little logic. "I cut my advertising pattern to fit my sales cloth."

Mr. Marketknower obviously likes to coin a phrase as well as money, and he uses Spot Television because it enables him to control his advertising in every market.

To help you know and sell the markets we represent we've prepared a "SELLERS HANDBOOK" for each one. They give you everything from A&P Stores to Water Hardness, and we'd like to send you any or all of them listed below.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
SOUTHWEST			
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC
SOUTHEAST			
WLOS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

Dove and Good Luck (also at OB&M). Lever also assigned OB&M more network billing *(Play Your Hunch,* and *The Verdict Is Yours* [night and daytime versions], and *The Price Is Right).*

Armstrong Cork Co. continued with *Armstrong Circle Theatre* on CBS-TV which BBDO shares with OB&M. Pepperidge Farm superseded its successful radio push with a new spot tv broadside on behalf of its breads and new frozen pastries. Tetley Tea also expanded radio spot and radio network and Helena Rubinstein Inc., which for the first five months of the year backed *Sid Caesar Invites You*—its first tv network vehicle—dropped this in favor of an extensive national tv spot drive. Rounding out the roster: Schweppes (USA) Ltd. which used radio-tv spot during the spring and summer months. OBM's broadcast total should gain, too, from new billing due on Maxwell House (regular) coffee which General Foods assigned it effective Jan. 1.

D. P. BROTHER & CO.: *Combined tv-radio billing $9.15 million; $8.5 million in television ($8 million in network, $500,000 in spot); $650,000 in radio (all spot); tv-share of overall billing: 22%.*

Brother continued with the broadcast-powered Oldsmobile account, which accounted for most of the agency's $2.3 million tv-radio increase over 1957.

Olds started the 1957-58 season with an hour-long Patti Page *Big Record Show,* but whittled it down to a half-hour sponsorship last spring when it stepped on the radio-tv spot accelerator in response to Detroit's recession call. This season the General Motors Olds division switched Miss Page from CBS-TV to ABC-TV, signed for two Bing Crosby specials (one of which will be aired this year) and also launched a heavy spot drive on behalf of the '59 model. Last season it sponsored five Jerry Lewis specials on NBC-TV, four of which registered for 1958. Brother withdrew GM's A.C. Spark Plug Div. from the late *Wide Wide World* when that show went "institutional," but placed GM's public service "Aim To Live" campaign on *WWW* as a participant. A.C., meanwhile, went with *Zorro* on ABC-TV and renewed this season.

FULLER & SMITH & ROSS: *Combined tv-radio billing $9 million; $7.5 million in television ($7 million in network, $500,000 in spot); $1.5 million in radio (all network); tv-radio share of overall billing 20%.*

Among F&S&R's newly-acquired accounts in 1958, Libbey-Owens-Ford ranked highest among television users with its sponsorship of CBS-TV's *Perry Mason.* Heavy radio users included Ruberoid, CIT Financial Corp. and Sterling Silversmiths' Guild of America. Alcoa renewed its *Alcoa Theatre* on NBC-TV and was set to begin sponsorship of a half-hour *Alcoa Presents* series on ABC-TV after Jan. 1.

MACMANUS, JOHN & ADAMS INC.: *Combined tv-radio billing $8.51 million; $7.7 million in television ($6.2 million in network, $1.5 million in spot); $810,000 in radio ($270,000 in network, $540,000 in spot); tv-radio share of overall billing: 25.4%.*

MJ&A upped its tv-radio share of overall billing by 6.4% but actual billing in broadcast media rose only $660,000. Until the current season got underway, MJ&A's biggest network advertiser was General Motors Corp. (institutional) with *Wide Wide World* on alternate Sundays; running second was GM's Pontiac Div. with a spread of six specials—including Phil Silvers, Victor Borge, Ginger Rogers and half of the Academy of Television Arts & Sciences "Emmy" extravaganza.

Other network users were Dow Chemical (for Saran Wrap) on various NBC-TV daytime shows; Minnesota Mining & Mfg. Co. (for Christmas wrapping) which next month (December) sponsors an ABC-TV special and Pontiac, sponsor of Notre Dame grid games on MBS as well as several tv pro football games. GM's Cadillac, a some time spot user, bought network radio this year (NBC's *Monitor).* While spot continued for regional accounts such as Michigan Gas, Good Humor, S. B. Thomas bread and White Rock, Pontiac's sudden abandonment of its ambitious year-round tv spot plan (caused by the auto recession) cut MJ&A's spot billing to a considerable degree—but this money now is funneled to network tv.

NORTH ADV.: *Combined tv-radio billing $8.4 million; $8.3 million in television ($6.8 million in network, $1.5 million in spot); $100,000 in radio ($65,000 in network, $35,000 in spot); tv-radio share of overall billing: 76%.*

North Adv.'s combined tv-radio billing and broadcast share of all billings in its third year of operation dropped off from 1957's $11 million and 88%.

Network monies largely reflect the activi-

MOGULS ON TV'S 'MEDIOCRITY'

Not everybody in the agency business is of one mind on whom to consider responsible for tv program quality. It's not only the networks but the advertisers and the agencies, according to two agency executives.

One spokesman, Emil Mogul, who heads his own agency, launched an extremely critical attack on program quality Tuesday (Nov. 18) at the RTES opening timebuying and selling seminar in New York. He put the blame on the television networks, predicting that if the content didn't improve, pay tv would have a clear path.

The other spokesman was Tom McDermott, vice president in charge of television programming at Benton & Bowles, who only a few weeks ago chided agencies for the high mortality rate of network tv shows [ADVERTISERS & AGENCIES, Nov. 10]. Mr. McDermott predicted about half of current nighttime network tv shows will die this year and be taken off the air. He blamed agencies for the high program death rate because of their inability to choose programs with strength and to keep the shows strong once they are aired.

Mr. Mogul launched a three-barreled critique: against station policies of rates and schedules, against tv network program fare and in opposition to ratings and the rating services.

Station schedules, rates and rate cards: he thinks it is becoming increasingly difficult to maintain schedules with saturation frequency, a practice, he said his agency pioneered. Reason: Stations' rate structures are "unrealistic in terms of saturation" and are tailored for the "quickie campaigns" of national advertisers who advertise "on an in again and out again basis."

Programming: he said he must agree with many of his agency "colleagues" who privately criticize network tv programs for their "mediocrity. . . . What makes it worse is that it's the second consecutive year of mediocrity." Because of this, he sees pay tv on the scene in 2-3 years "if tv continues to slide downhill."

Ratings and services: Mr. Mogul noted Miles A. Wallach's viewers v. ratings study before the Assn. of National Advertisers two weeks ago [ADVERTISERS & AGENCIES, Nov. 17] and said he was "amused" at the Wallach contention that "fewer people are watching tv than is claimed." Not one of the rating services, according to Mr. Mogul, "is sufficiently accurate to base an important advertising decision on the figure it supplies." He said his agency uses its own "evaluation methods" based chiefly on sales results.

NETWORKS *got the blame for tv program quality in a talk by Emil Mogul (r), head of his own agency, before the RTES Timebuying & Selling Seminar in New York. With him is Robert H. Teter, Peters, Griffin, Woodward vice president-radio director and current chairman of the seminar.*

Q: what radio station do you first tune to for news of the Washington area?

A: *WWDC, replied 21.7% of the people polled by PULSE. A clear-cut "first" if ever there was one—with our closest competitor 5.6 percentage points in the rear.*

For full details on this and other important measurements of leadership, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." Based on a special qualitative PULSE survey, it gives you a true Washington, D.C., yardstick.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

There's exciting news in Jacksonville, Fla., too—where WWDC-owned Radio **WMBR** *is changing listening habits overnight. CBS Spot Sales has the story.*

ties of Gillette Co.'s Toni and Gillette Labs divisions, alternate-week sponsors of *You Bet Your Life* and *People Are Funny* (NBC-TV) and *Arthur Godfrey Show* (CBS-TV), plus these daytime tv shows: *Tic Tac Dough, Queen for a Day* and *Treasure Hunt* (NBC-TV); *House Party* and *Verdict Is Yours* (CBS-TV), and *American Bandstand* (ABC-TV). During the summer, North network tv billing also included *Adorn Playhouse, Wingo* and *Masquerade Party* (all CBS-TV).

Active in spot radio and/or tv during 1958 were Englander Co. (mattresses), Lanvin Parfums, P.O.C. Pilsener Brewing Co., Jewel Food Stores, and Toni and Gillette Labs.

North lost Lanvin—about $1 million—to Dowd, Redfield & Johnstone (radio-tv) and Wesley Assoc. (print) and picked up Pilsener—about $600,000—from Clifford A. Kroening; additionally, Toni added new Self End Paper Permanent to its product line handled by North.

GUILD, BASCOM & BONFIGLI: *Combined radio-tv billing $8.3 million; $6.9 million in television ($5 million in network, $1.9 million in spot); $1.4 million in radio ($200,000 in network, $1.2 million in spot); tv-radio share of overall billing: 83%.*

GB&B increased its broadcast billing by more than $1 million over 1957, largely reflecting the boosted budgets for old-line accounts and the acquisition of Rival dog food, active in spot radio-tv. Advertisers using network radio and television included Best Foods, Skippy peanut butter, Nucoa and Ralston Purina, who also ordered spot radio-tv campaigns, along with Breast O'Chicken tuna and Mary Ellen's jams and jelly.

DOYLE DANE BERNBACH INC.: *Combined tv-radio billing $7.82 million; $7.4 million in television ($5.5 million in network, $1.9 million in spot); $420,000 in radio (all spot); tv-radio share of overall billing: 37%.*

Up $1.3 million in tv-radio billing, DDB picked up several new broadcast accounts during the calendar year and added another that won't register billing till Jan. 1, 1959—West End Brewing Co. (Utica Club, other beers and ales). Though it voluntarily dropped $5 million in billing by resigning the Max Factor account earlier this year, this loss was more than offset in the broadcast category by the following new radio-tv accounts: N. Dorman & Co. (Endeco cheese), Melville Shoe Corp. (Thom McAn), Northam-Warren Corp. (Cutex, O-Do-Ro-No) and a potential radio spot user, Philip Morris' Benson & Hedges cigarette. The biggest network users continued to be Chemstrand Corp. (*Sally, Jefferson Drum, Perry Como*) and Polaroid-Land Corp. (*Steve Allen*), while radio-tv spot continued to be used for E&J Gallo Winery (syndicated films) and Venus Pen & Pencil Corp. (radio spot).

KEYES, MADDEN & JONES: *Combined tv-radio billing $7.705 million; $7.13 million in television ($1.58 million in network, $5.55 million in spot); $575,000 in radio ($200,000 in network, $375,000 in spot); tv-radio share of overall billing: 43%.*

In actual billings KM&J gained only a little over $350,000 for the year—but that's not the whole story. Billings on four new accounts were slow in mounting. New clients: Florists Telegraph Delivery Assn. (from Grant Adv.), Congoleum-Nairn, Oral Roberts Evangelistic Assn. and Weco Products Co. new push-button toothpaste. Lost client: W. A. Sheaffer Pen Co. (radio-tv). All told, the agency picked up over $6 million in overall billings.

As a result, KM&J leaned heavily to spot tv in campaigns that started late in the year, and potential billings are not reflected in account gains. Examples: Since it dropped Grant, FTDA is now in top 25 tv, 50 radio markets, with as many as 30-55 spots per day; Congoleum-Nairn bought Shirley Temple on NTA's Film Festival and spots, embracing 101 stations, for October-December, as well as radio spots on 216 stations, including participations on CBS Radio daytime shows; and half-hour Oral Roberts programs (total budget in excess of $1 million) in certain markets, starting last September.

Brown & Williamson (Raleigh cigarettes) continued on network tv with *It Could Be You, Queen for a Day* (NBC-TV) and the new *Jimmy Dean Show* (CBS-TV), plus the Ziv-syndicated *Mackenzie's Raiders*. Among other spot clients: Pinex Co., Francois Pope & Sons Foods.

EMIL MOGUL CO.: *Combined tv-radio billing $7.49 million; $5.64 million in television ($3.1 million in network, $2.54 million in spot); $1.85 million in radio (all spot); tv-radio share of overall billing: 69%.*

Though Mogul's total billing picture grew brighter this year, its radio-tv share declined proportionately—a drop that can be linked directly to stepped up print campaigning at Mogul which last year placed 75% of its billing in broadcast media.

Its biggest broadcast account continued to be Revlon (Hi and Dri, Top Brass—among new products assigned) which it placed both in spot and network tv (*Garry Moore, Keep Talking* and the two $64,000 quiz programs and *Bid 'n' Buy* all on CBS-TV; and for Esquire shoe polishes, *Perry Como*, NBC-TV). In radio spot, Mogul's leader was again Rayco, but Mogul's strength in regional and local spot was shown by Barney's Clothes, among others. Other radio-tv spot users: Ronzoni, Gold Medal Candy, Dr. Pierce's Proprietaries, etc. Next year Mogul's billing will increase radically with the acquisition of Breakstone Foods Div. of National Dairy Products and the merger with Lewin, Williams & Saylor, which should bring total 1959 billings at the start to about $20 million.

DONAHUE & COE INC.: *Combined tv-radio billing $7.2 million; $5.6 million in television ($1.12 million in network, $4.48 million in spot); $1.6 million in radio (all spot); tv radio share of overall billing: 25%.*

D&C made its debut last year among the top 50 but this year showed signs of declined radio-tv billing—due in the main to its loss (after but a few months) of the B. T. Babbitt account (Bab-O, other cleansers) to the new Brown & Butcher agency. However, Babbitt's total billing loss was offset by the acquisition late in the year of two radio-tv-using west coast accounts—the Los Angeles Pepsi-Cola bottler and Alpha-Beta food stores. Three staple accounts expanded their radio-tv allocations: Corn Products' Bosco (which entered Canadian tv), E. F. Drew's Tri-Nut margarine (100% tv spot) and Pearson Pharmacal's Eye-Gene, Sakrin and Ennds.

COHEN & ALESHIRE: *Combined tv-radio billing $7 million; $3.6 million in television ($1.1 million in network, $2.5 million in spot); $3.4 million in radio ($1 million in network, $2.4 million in spot); tv-radio share of overall billing: 80%.*

The agency maintained its level during the year but did so by spreading its billing more equally over radio and tv: last year it was heavy in tv, quite light in radio. Grove Labs is C&A's big billing broadcast advertiser, in spot and network, both radio and tv; Chattanooga Medicine is a spot tv advertiser as are Pharma-Craft, Lydia E. Pinkham medicine, Kiwi shoe polish, Frenchette Co. and F. W. Fitch Co. Fitch and Frenchette are spot radio users. Kiwi is on Yankee Network news. Among shows: CBS Radio's Impact package and NBC Radio's *Monitor;* in tv, *Panorama Pacific* on CBS-TV and *Today* on NBC-TV.

WARWICK & LEGLER INC.: *Combined tv-radio billing $7 million; $5.5 million in television ($3 million in network, $2.5 million in spot); $1.5 million in radio ($1.3 million in network, $200,000 in spot); tv-radio share of overall billings: 35%.*

Despite a 30% gain in overall billing, W&L's radio-tv share dropped 5% from 1957. Yet tv spending alone rose $1.8 million (all from spot placement). This is accountable to its swelling Revlon coffer as well as new business from Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer and other products), Mennen Co. (Gold Crest products, deodorants, Skin Bracer picked up from Marschalk & Pratt and McCann-Erickson.) It took over as agency of record on all Revlon network shows.

GORDON BEST ADV.: *Combined tv-radio billing $6.8 million; $5.7 million in television ($2.1 million in network, $3.6 million in spot); $1.1 million in radio ($300,000 in network, $800,000 in spot); tv-radio share of overall billing: 63%.*

Gordon Best continued in the Top 50, despite a decline of $500,000 in broadcast billings. Best broadcast users acquired in 1958 include Campana's Italian Balm, heavy in radio-tv spot; Lake-Shore honey, heavy in spot tv, and Yarn-Glo Sweater Bath, currently in spot and shortly to enter network radio. Helene Curtis (Shampoo Plus Egg, Suave), continued this year as a sponsor of CBS-TV's *What's My Line?*, after last season's co-sponsorship of CBS-TV's *Gale Storm Show*.

CONTINUED PAGE 58

ABC Television, this fall, is the only network to increase

its evening share of audience over last year. To our

sponsors, to our affiliated stations, and most particularly

to all the families who tune us in, our thanks.

Sources: 1. National Nielsen first and second October Reports 1958 vs. 1957. Average share of audience for sponsored programs, 7:30-10:30 P.M., NYT. 2. Trendex Reports for same program periods, November, 1958 vs. 1957.

ABC TELEVISION

REACH, McCLINTON: *Combined tv-radio billing $6.057 million; $5.85 million in television ($4.05 million in network, $1.8 million in spot); $207,000 in radio (all spot); tv-radio share of overall billing: 33%.*

On the strength of its handling The Prudential Insurance Co. of America's *Twentieth Century* on CBS-TV, Reach, McClinton's broadcast billing last year placed the agency in the Top 50 listing. Also serviced by Reach, McClinton: a big spot tv advertiser, International Latex, which in addition to its non-billed barter use, does bill some newly-purchased spot and commercial tv production through the agency.

GEYER ADV.: *Combined tv-radio billing $5.85 million; $4.35 million in television ($3.3 million in network, $1.05 million in spot); $1.5 million in radio ($500,000 in network, $1 million in spot); tv-radio share of overall billing: 30%.*

Although Geyer gained a number of small accounts, they were almost wholly industrial, billing nothing in broadcast media. The slight increase of $400,000 over last year's radio-tv billing is explained by the higher costs of television and does not reflect new broadcast activity. Geyer's principal network advertiser continued to be American Home Products Corp. (Boyle-Midway Div.) which participated in *Love of Life, Secret Storm* and *Doug Edwards and the News* (CBS-TV), and sponsored Ziv's *Mike Hammer* on a syndicated basis. AHP also spot advertised in tv. American Motors Corp.'s Rambler continued on NBC Radio's *Monitor*, also used CBS Radio's "Impact" participation plan and used short-run spot campaigns as did AMC's Kelvinator division for home washers. The latter also used NBC-TV's daytime *Price Is Right* and *Play Your Hunch.*

EDWARD H. WEISS: *Combined tv-radio billing $5.7 million; $5 million in television ($3 million in network, $2 million in spot); $700,000 in radio ($500,000 in network, $200,000 in spot); tv-radio share of overall billing: 43%.*

After emphasis on network tv properties earlier this year, the Weiss agency shifted primary emphasis to spot radio and tv in the last six months of 1958, with virtually all its clients involved in such activity.

Earlier, Weiss network activity involved *Perry Mason* for Purex, *Dick & the Duchess* for Helene Curtis and Mogen David Wine Corp., *Gale Storm Show* for Curtis, *Beat the Clock* for Mogen David, and *Tic Tac Dough* for H. W. Gossard (foundation garments). As of November, Weiss was still active for Curtis in network tv—*What's My Line?** and for Amity Leather Products (Rolfs Div.) on *Jack Paar Show* (starting Nov. 26). In network radio Mogen David had participations in Arthur Godfrey's morning strip and in such programs as *Monitor, Dateline, News of the Day, Bandstand* and various soap operas.

Active in spot radio and/or tv were such clients as Mogen David, Sealy of Chicago, Amity, John B. Canepa Co. (Red Cross macaronis, spaghettis, etc), Jose Escalante Co. (Corina cigars), Perk Dog Food Co., Curtis, Little Crow Milling Co., and Carling Brewing Co. (Stag beer).

*[EDITOR'S NOTE: Curtis has notified CBS-TV it is dropping its sponsorship, effective Feb. 1, 1959].

C. J. LaROCHE: *Combined tv-radio billing $5.28 million; $4.98 million in television ($3.45 million in network, $1.53 million in spot); $300,000 in radio ($50,000 in network, $250,000 in spot); tv-radio share of overall billing: 33%.*

The agency's strength is in television, Revlon and Norelco supplying the most billing (Revlon in *Garry Moore* on CBS-TV and, earlier this year, *Walter Winchell File* on ABC-TV which went off the air, as well as product exposure via LaRoche on other Revlon network programs, and Norelco participation in NBC-TV's *Jack Paar, Steve Allen* and *NBC News*). Spot activity centers on Revlon, Norelco and Necco wafers.

FLETCHER D. RICHARDS INC.: *Combined tv-radio billing $5 million; $3.4 million in television ($2 million in network, $1.4 million in spot); $1.6 million in radio ($500,000 in network, $1.1 million in spot); radio-tv share of overall billing: 27%.*

Although growing in size and accounts through several mergers, the Richards agency this year faced two major losses. It lost American Machine & Foundry Corp. to Cunningham & Walsh and, with it, sizeable network billing (ABC-TV's *Bowling Stars* and NCAA football on NBC-TV) and potential billing on summer-long tv spot and *Steve Lawrence-Eydie Gorme Show* (both placed by C&W). Later in the year Eugene I. Harrington pulled out as president to join Honig-Cooper & Miner as agency head, taking with him Bank of California, Woolite, Western Pacific Railroad and the California portion of Squirt Bottling Co. (though Richards retained the Chicago and Mexico bottlers). Merger with Harris-Harlan-Wood (outgrowth of west coast office of Brooke, Smith, French & Dorrance) equalized loss of Mr. Harrington and clients but did not offset AMF's departure.

HONIG-COOPER, HARRINGTON & MINER: *Combined tv-radio billing $5 million; $4 million in television (all spot); $1 million in radio (all spot); tv-radio share of overall billing: 45%.*

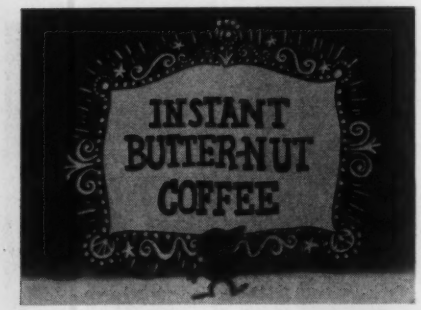
Strong spot advertisers helped push this west coast agency into the Top 50 list this year for the first time. It is the only one in the list with no network billing. The present agency is the product of a three-way merger of older agency entities well-known to station salesmen and representatives west of the Rockies: San Francisco-based Honig-Cooper, Los Angeles-based Dan B. Miner Co. and Eugene I. Harrington, former president of Fletcher D. Richards Inc., New York. Accounts in broadcast include: Italian Swiss Colony wine, Clorox, S&W Fine Foods, Interstate Bakeries, Bank of California and Squirt Beverages (West Coast).

PREVIEW: BUTTER-NUT USES THE 'SP' IN SPOOF

Perhaps the new commercial for Butter-Nut Instant Coffee, created by Stan Freberg Ltd., Los Angeles, for Paxton & Gallagher Co., Omaha, and its agency, Buchanan-Thomas, will revitalize the subliminal school of commercials.

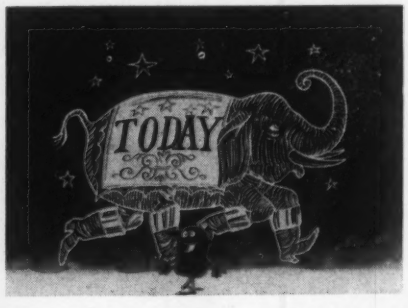
The subliminal commercial is one of three animated cartoons to be used for Butter-Nut Instant Coffee (the other two are now in production) and is now being broadcast in one-minute and 10-second versions on 30-40 midwestern tv stations, along with radio commercials.

Here's how the commercial goes:



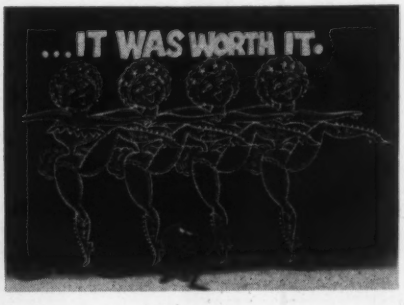
Flustered announcer explains this is to be "subloobinub . . . sublimeenium" commercial and starts to tell funny story during sp message. Fizzing sound grows, erupting into skyrocket, drowning out announcer. Explosion marks start of fireworks that animate into "Instant Butter-Nut Coffee." Band plays wildly.

As announcer continues funny story, an eagle carrying banner, little guy with



placard, and an elephant go by.

Announcer nears end of story with



backgrounds giving message that it took five years to make the coffee but "it was worth it" (accompanied by dancing girls). Final backgrounds bring out Instant Butter-Nut Coffee as announcer completely breaks up on punch line of funny story. Nobody in audience laughs. Crushed announcer slinks offstage.

Timber...

ANOTHER OF MINNESOTA'S GIANT INDUSTRIES!

50,000 workers earn $134,000,000 annually . . . and they ALL LIVE and SPEND in KDAL—KDAL-TV land!

RADIO **KDAL** TELEVISION
CBS • DULUTH
ASK AVERY-KNODEL

Dominating Minnesota's Timber Industry!

SUCCESS STORIES

One of a series of salutes to successful Television and Radio stations across the nation... and to the Northwest Schools graduates who have contributed to their success.

KLZ-TV Channel 7

DENVER, COLORADO

JACK TIPTON, Station Manager

SALUTE TO KLZ-TV, Denver, Colorado—Award Winning Station.

The first call letters heard in the State of Colorado were KLZ Radio. This pioneer radio station has been on the air for 36 years, and was joined by KLZ-TV in 1953.

Channel 7 went on the air on November 1, 1953, to serve the city of Denver and the State of Colorado. Transmitting facilities are on top of Lookout Mountain, making the antenna height 2,380 feet above Denver. Operating with 316 KW of power, KLZ-TV reaches 34 counties in Colorado, Wyoming and Nebraska.

In the past five years, over 300 live remote telecasts have been aired by KLZ-TV... and 78% of the present staff has been with the station since its debut in 1953.

Among the outstanding awards won by this outstanding station are:

The George Foster Peabody Award for 1958—won by the live KLZ-TV production "PANORAMA".

Sigma Delta Chi Award for Outstanding Reporting won by the KLZ-TV News Department for 1958, and a Distinguished Achievement Award from the Radio & Television News Directors Association.

CBS Television Films Award for 1958 won by the Promotion Dept.

Colorado Medical Society presented KLZ-TV a special award.

JOAN FIELDS, Continuity Editor

The management of KLZ-TV has this to say of Joan Fields, Northwest Schools graduate: "Joan has been with us for two years, and has been a valuable asset in our Continuity Department. Besides handling our continuity, she is an integral part of our Production Department. When called upon she even performs in front of the camera for live commercials."

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

WHY THEY KEEP ON BUYING RADIO

Seven big customers show RAB audience of 700 the radio way to sales

Case after case of sales success with radio was recounted last week as the Radio Advertising Bureau held its fourth annual National Radio Advertising Clinic before some 700 advertising, sales and broadcast executives in New York.

The two-day clinic was broken into three workshops: one dealing with success stories, one with the creation of radio commercials and one consisting of a series of roundtables at which station officials put pointed questions to media buyers.

In the opening session Tuesday (Nov. 18), presided over by Kenyon Brown of KFOX Long Beach, Calif., RAB board chairman, and Allen M. Woodall of WDAK Columbus, Ga., RAB executive committee chairman, seven advertisers spelled out details of their own successful usage of radio. They were: Robert M. Woods, vice president, Eskimo Pie Corp.; William M. Ehart, advertising director, National Airlines; Bernard J. Wiernik, sales and advertising vice president, Mogen David Wine Corp.; Martin Morici, sales and advertising vice president, Contadina Foods; John F. Ambrose, executive vice president, Sterling Silversmiths Guild of America; Vincent La Rosa, Advertising and marketing vice president, V. La Rosa & Sons, and Fred R. Cross, advertising director, Alemite Div., Stewart-Warner Corp.

ICE CREAM • Mr. Woods, pointing out that Eskimo Pie Corp. has used radio since 1928, said radio "deserves much credit for Eskimo Pie being where it is today"—in the position of selling more than 300 million Eskimo Pies in 1957. The company, he said, has always spent more than half of its advertising budget in radio; this year the figure comes to 51%.

Eskimo Pie, a division of Reynolds Metals, has been estimated by RAB to stand 28th among radio spot users in the second quarter of 1958. Said Mr. Woods:

"From April to June of this year we used 3,272 one-minute spots and 2,313 10-second spots. We also scheduled 144 20-second spots. We have found that saturation spot advertisements beamed into the home on the days Mrs. Housewife does her shopping is a powerful stimulant for sales."

He said Eskimo Pie chose radio as its major medium because of its (1) flexibility; (2) economy, which he called the best in the market today on a cost-per-thousand basis, and (3) maximum penetration.

AIRLINES • Mr. Ehart said radio "is ideally patterned" for National Airlines' needs and accordingly is the line's exclusive medium. In the past, he said, National used several media, including tv, which proved successful. But several factors, including a presentation by RAB's vice president and general manager, John F. Hardesty, moved the company toward radio, he explained. He added that every study seemed to show that radio was "gaining in stature and vitality" and also met National's needs.

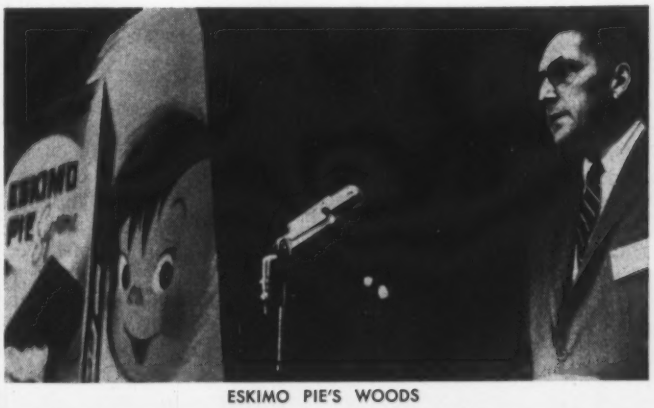
A test in the New York area a few months ago, Mr. Ehart reported, jammed National's switchboards. In Norfolk, Va., when a competing airline was on strike, radio first overtaxed the company's reservation facilities and then, after a copy change to explain that reservations were not necessary, successfully diverted the reservation traffic to the airport. "No other media could have done the job so well," he declared.

Mr. Ehart said National currently uses radio in 24 East and Gulf Coast markets with about 420 announcements a week on 35 stations. The announcements are prepared in four lengths to allow for flexibility and still keep openings and closings identical. "National goes with radio," Mr. Ehart concluded.

WINE • Mr. Wiernik posed a "challenge to the radio industry"—to prove that Mogen David was right in switching predominantly to radio this year. He said research had showed that radio offered values that past campaigns did not have, and that it "would be able to reduce advertising costs without reducing advertising effectiveness." He continued:

"Radio would give us frequency of message, broader coverage and enough flexibility to reach men and women during many parts of the day. Of great value also would be radio's unique ability to register impressions while listeners were engaged in some other activity, such as cooking, sewing or eating.

"Accordingly, this year we devoted a large



ESKIMO PIE'S WOODS

NATIONAL AIRLINES' EHART

MOGEN DAVID'S WIERNIK

CONTADINA'S MORICI

SILVERSMITHS' AMBROSE

LA ROSA'S LA ROSA

ALEMITE'S CROSS

RAB HONORS TOP SPOT CREATORS

Winston—and seven other radio-advertised products—sounded good, like radio commercials should, as Radio Advertising Bureau last week gave a gold-plated disc of each of the year's "best" spots to the men and agencies responsible.

Making the awards at the fourth annual RAB-sponsored National Radio Advertising Clinic (see story, page 61) was Kenyon Brown, RAB board chairman. Cited were the leaders of the agency teams—copywriters, musicians, directors, account men—who supervised the overall execution. They were: Jack Macheca (vice president, D'Arcy Adv.) for Anheuser-Busch's Budweiser beer; Edward H. Mahoney (radio-tv vice president, Cunningham & Walsh) for Contadina Foods' tomato paste; Lawrence McIntosh (executive vice president, Grant Adv.) for Chrysler Corp.'s Dodge Div.; Guild Copeland (senior vice president, Lennen & Newell) for P. Lorillard Co.'s Newport filter cigarette; Joseph Spery (radio-tv manager, Campbell - Mithun Inc.) for Northwest Orient Airlines; Edwin Cox (board chairman, Kenyon & Eckhardt, for Pepsi-Cola Co.; Paul Caravatt (vice president, Ogilvy, Benson & Mather) for Tetley Tea Co., and Grant Thompson (vice president, William Esty Co.) for R. J. Reynolds Tobacco's Winston brand.

part of our budget to network radio. We are currently using 42 spots per week on practically all stations of the NBC Radio network, plus a concentrated schedule of local radio spots in 104 markets.

"So far we have received a great deal of favorable comment on this new commercial approach. Our entire radio advertising campaign is being noticed, talked about and, more important, is selling wine."

Mogen David's advertising budget, Mr. Wiernik noted, is up from $8,500 in the early days to more than $3.5 million this year. He expressed the hope that the radio industry would follow an "enlightened policy" regarding its restrictions on advertising —presumably referring to current self-imposed bars against hard-liquor advertising.

He also advised broadcasters to "promote radio." In so doing, he said, they also will be promoting advertisers' products.

TOMATO PASTE • Mr. Morici said that Contadina for the past four years has concentrated on radio "for a selfish reason—we want to sell our products." The company's experience, he said, shows that "radio is a pretty terrific medium." October sales figures, he continued, "set an all-time record" and "much of the credit must go to radio."

When Contadina first got into radio in 1954, Mr. Morici said, the campaign was so successful that "we were actually completely out of product long before the new crop of tomatoes was ready for harvesting.

"Currently we use commercials in two eight-week flights per year, rather than on a continuing 52-week basis. We attempt, during these flights, to dominate the medium with as heavy a schedule as possible. We buy up to 180 spots per week in a market. In other words, when we do advertise, we attack with saturation impact. During this time we hope to establish buying habits and brand loyalty. We buy 7 a.m. to 4 p.m. to reach the housewife."

SILVERWARE • Mr. Ambrose said the Sterling Silversmiths Guild had asked nine agencies how to put the Sterling story across and that the agency that won the account, Fuller & Smith & Ross, had advocated radio.

"They sold us on [radio's] selectivity in terms of the audience we wanted to reach and the informality of radio as a natural asset for our attitude-changing campaign," he said, explaining that the goal was to make women aware of sterling silver and show them its importance in daily living.

"Further, they explained radio could augment and amplify the advertising of our individual manufacturers, instead of merely duplicating it. The creative theme they developed, which we still use, is: 'Sterling is for now . . . and for you'."

Paraphrasing the slogan, he told the agency, advertiser and broadcaster audience: "Radio is for now . . . and for you."

MACARONI • Mr. La Rosa said that for his company "radio has been important for over a quarter-century." He said he could not remember a time when radio was not valuable, nor envision a time when it would not be. Radio has proved itself to be a "get-more-sales medium," he declared, describing La Rosa's usage thus:

"We tailor our spot radio coverage to give us saturation in the individual markets we reach. We also try to get additional mileage . . . for example, when we prepare a mailing piece for key buyers we give them the frequency of spots we are using, where they can find them on the dial.

"Our commercials are getting played back to us as never before. Second, we get letters—including letters saying the local store has run out of the products we are advertising, and asking where they can be purchased."

OIL ADDITIVE • Mr. Cross, whose alemite CD-2 motor oil additive puts virtually 100% of a $1 million advertising budget into radio, offered these "musts" which he said radio delivers for his product's campaign: (1) continuity of advertising, (2) male audience, (3) low cost, (4) auto audience and (5) "a good program setting, to establish a recognizable pattern around the country."

"Radio alone was able to do these things for us," said Mr. Cross. "Right from the start we standardized on the one-minute commercial and a pattern of radio news to be purchased during driving hours. . . . We have added two companion products to the line and I am happy to report that in the face of a rather severe recession in the automotive and petroleum industries, our sales of these automotive chemicals for 1958 are ahead of any previous year."

WRITING COMMERCIALS • In the Tuesday afternoon NRAC session Handley Norins, vice president and copy director of Young & Rubicam, offered some rules for writing radio commercials in a speech on "Radio: A New Frontier for Copywriters." His rules included:

(1) Become aware of sound; (2) select the product's prospects; (3) get attention fast; (4) state the main sales points clearly; (5) repeat the main sales points; (6) avoid disagreeable sounds, and (7) throw away the book—be different.

"The important thing is to seize the listener's attention, and then tell him you're selling something," Mr. Norins said. He did not rule out the so-called "straight-sell" commercial, delivered by an announcer or local personality, so long as the announcement "has character." He said, "Be simple, idiomatic—and avoid tricky, literary sentences. Make sure your transcribed announcements are thoughtfully cast and use phrases that ring 'true.' "

CREATIVE ROSTER • Other speakers at the creative session, along with Mr. Norins, included the following agency executives who reported on their development of these commercials: Harry B. Bressler, vice president and director of radio-tv commercials, Doherty, Clifford, Steers & Shenfield for Borden's milk and other products; Arthur A. Fischer, president and media director, Cole, Fischer & Rogow, for Bon Ami cleanser; Joseph Forest, vice president and commercial radio-tv director, William Esty Co., for Ballantine beer; Ray J. Mauer, vice president and assistant creative director, Geyer Adv., for Rambler automobile, and William H. Schneider, vice president and chairman of the plans board, Donahue & Coe, for Carolina rice.

PLEA FOR PUBLIC SERVICE • In the NRAC luncheon speech Tuesday, Michigan Gov. G. Mennen Williams said radio and television are "the only source" of current information for many Americans, and urged broadcasters to take advantage of "this great opportunity for public service." He suggested that stations set aside specific times for public service programs. In this field, he told broadcasters, "you represent one of the most important media."

"I would suggest," he said, "that a council be established to select public interest issues to be discussed. Representatives of government, political parties, the major interest groups in the nation, sponsors and, of course, the radio industry should be represented. "Naturally, the council would only recommend, and the industry in the final analysis would have to assume its own responsibility of choice. . . .

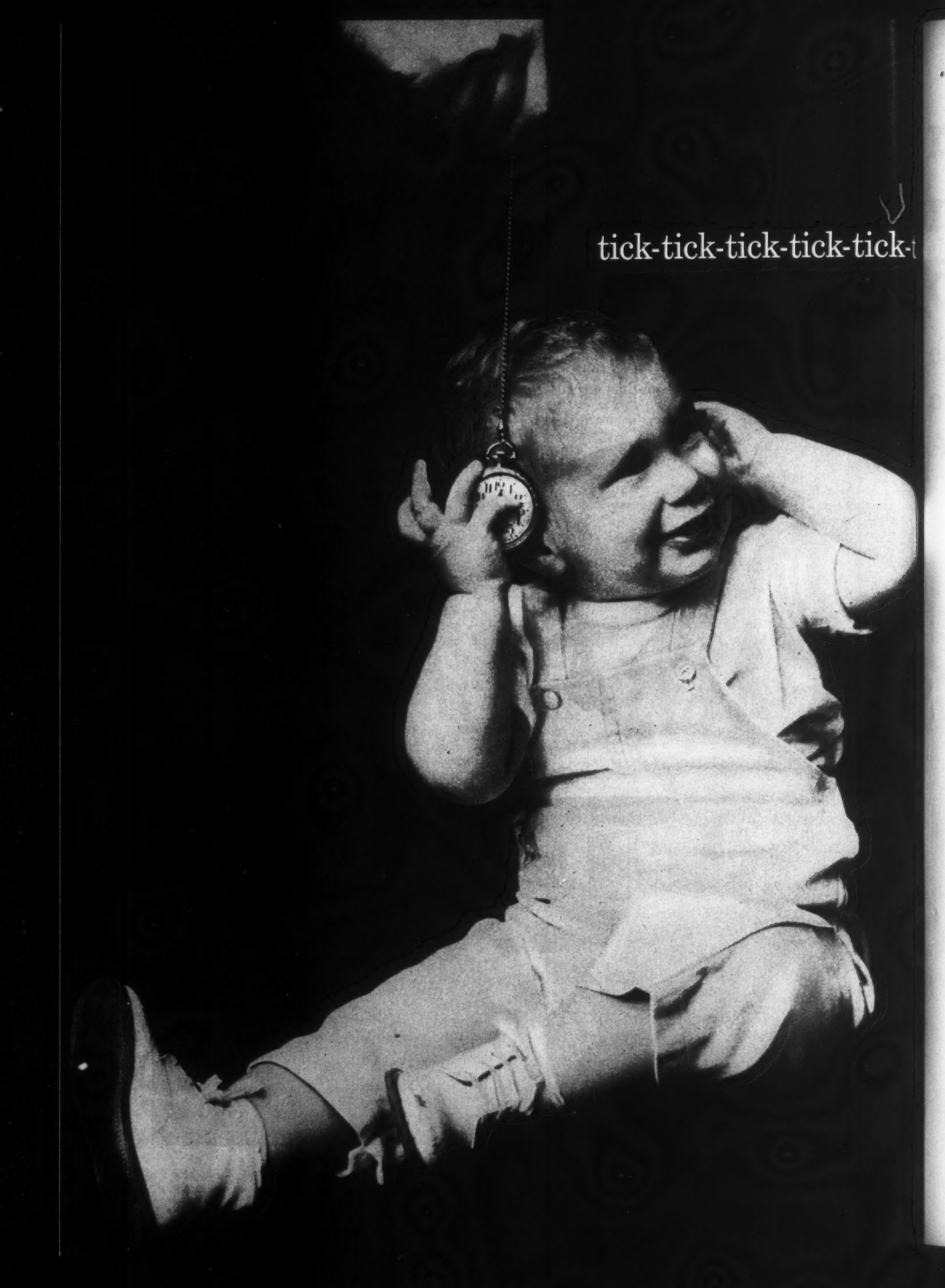
"How would this be financed? I suggest that it must be financed both by the networks and by the advertisers. I suggest that modern industry, as Mr. Edward R. Murrow has stated so well [TRADE ASSNS., Oct. 20], has a vital stake in the preservation of this nation and that it's not too much to ask that it accept responsibility to open channels of information for the public."

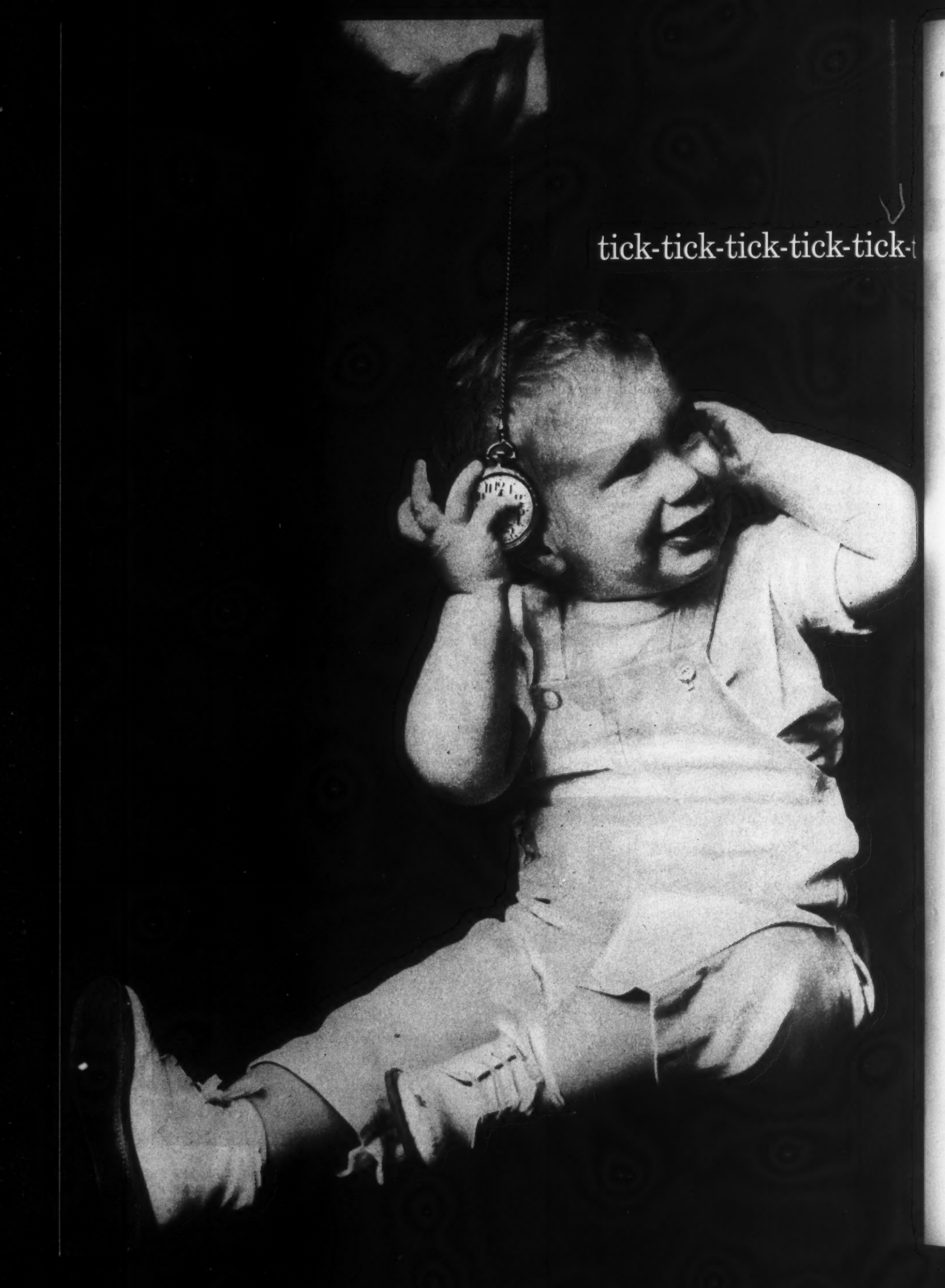
YOU GET EXTRA CARE ON UNITED AIR LINES

FOR EXTRA COMFORT, FLY UNITED–THE RADAR AIRLINE

United Air Lines Captain Jack Holst tells how radar works: "With radar, United pilots can look 150 miles ahead day or night, 'X-ray' cloud masses, and avoid centers of turbulence without long detours. We can give you smoother flights, more on-time arrivals, for United is the *only* coast-to-coast airline with radar on every plane, deluxe First Class or economical Air Coach." Next time you plan to travel, for *extra care*, fly United, the Radar Airline. For reservations, call United Air Lines or your travel agent.

UNITED AIR LINES ®


tick-tick-tick-tick-tick-t


tick-tick-tick-tick-tick-t

To a child, one minute is as fascinating as the next. To a timebuyer, minutes are not child's-play. Judging each one by the company it keeps, he demands program surroundings that will show his client's commercials off to best advantage.

Enter VICTORY PROGRAM SALES—in the niche of time! And with the very properties today's timebuyers are seeking: 22 *sales-proven* series to meet your every programming need, around the clock. These off-the-network offerings, for example:

MEDIC: No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content.

THE ADVENTURES OF HIRAM HOLLIDAY, starring Wally Cox: Recently bought by the Canadian Broadcasting Corporation for network showing, now available for local sponsorship in the U. S.

PANIC: New VPS release, already going big in the leading markets, including New York, Chicago, Detroit, Seattle.

CAMEO THEATRE (26 full-hour "Matinee Theatre" productions): Completely sold out on WWJ-TV, Detroit, within eight days... before the show had even hit the air, *and to national advertisers!*

Telecasters, there's not a minute to lose—not when it can be filled with VPS shows that hold such appeal for timebuyers who have turned clock-wise! Gentlemen, VICTORY is at hand!

VICTORY PROGRAM SALES

A Division of California National Productions, Inc.
Canadian Representative: Fremantle of Canada, Ltd.

ADVENTURES OF THE FALCON · CAMEO THEATRE · CAPTURED · CRUNCH AND DES
DANGEROUS ASSIGNMENT · FRONTIER · HIS HONOR HOMER BELL · HOPALONG CASSIDY
INNER SANCTUM · IT'S A GREAT LIFE · MEDIC · PANIC · PARAGON PLAYHOUSE · STEVE DONOVAN,
WESTERN MARSHAL · THE ADVENTURES OF HIRAM HOLLIDAY · THE GREAT GILDERSLEEVE
THE LILLI PALMER SHOW · THE VISITOR · VICTORY AT SEA · WATCH THE WORLD

To a child, one minute is as fascinating as the next. To a timebuyer, minutes are not child's-play. Judging each one by the company it keeps, he demands program surroundings that will show his client's commercials off to best advantage.

Enter VICTORY PROGRAM SALES—in the niche of time! And with the very properties today's timebuyers are seeking: 22 *sales-proven* series to meet your every programming need, around the clock. These off-the-network offerings, for example:

MEDIC: No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content.

THE ADVENTURES OF HIRAM HOLLIDAY, starring Wally Cox: Recently bought by the Canadian Broadcasting Corporation for network showing, now available for local sponsorship in the U. S.

PANIC: New VPS release, already going big in the leading markets, including New York, Chicago, Detroit, Seattle.

CAMEO THEATRE (26 full-hour "Matinee Theatre" productions): Completely sold out on WWJ-TV, Detroit, within eight days... before the show had even hit the air, *and to national advertisers!*

Telecasters, there's not a minute to lose—not when it can be filled with VPS shows that hold such appeal for timebuyers who have turned clock-wise! Gentlemen, VICTORY is at hand!

VICTORY PROGRAM SALES

A Division of California National Productions, Inc.
Canadian Representative: Fremantle of Canada, Ltd.

ADVENTURES OF THE FALCON · CAMEO THEATRE · CAPTURED · CRUNCH AND DES
DANGEROUS ASSIGNMENT · FRONTIER · HIS HONOR HOMER BELL · HOPALONG CASSIDY
INNER SANCTUM · IT'S A GREAT LIFE · MEDIC · PANIC · PARAGON PLAYHOUSE · STEVE DONOVAN,
WESTERN MARSHAL · THE ADVENTURES OF HIRAM HOLLIDAY · THE GREAT GILDERSLEEVE
THE LILLI PALMER SHOW · THE VISITOR · VICTORY AT SEA · WATCH THE WORLD

MAJOR DISTILLERS COOL TO AIR ADS

- **WOMT rescinds wet stand**
- **But others say they'll accept**

Any moves to let down the bars against advertising of hard liquor on the air will find major distillers disinterested.

A 20-year policy against broadcast advertising was unanimously reaffirmed Thursday by the Distilled Spirits Institute. Meeting in New York, the DSI board of directors voted to continue the voluntary ban against radio-tv despite "recent reports that isolated stations in some sections of the country are soliciting distilled spirits advertising."

The board, by formal resolution, reapproved all provisions of the advertising code except that banning illustrations of women in printed advertising. This easing of a historic prohibition was qualified by an admonition that advertisements with pictures of women must be in good taste and avoid provocative dress. In no instance may women be shown holding or consuming drinks.

When the code was drawn up in 1936 the use of pictures of women was banned in conformity with social standards of that period, the DSI board said, pointing to changing customs that now make such a ban unrealistic.

The man who started the liquor advertisement excitement a month ago, Francis Kadow of WOMT Manitowoc, Wis., reversed his position last week. In mid-October he had stirred an NAB Fall Conference in Milwaukee to its grass-roots by announcing his station planned to accept all alcoholic beverage advertising, including liquors, effective Nov. 1 [LEAD STORY, Oct. 27, 20].

About Face • But Mr. Kadow changed his policy in an open letter. "I can give you any one of 60 or more reasons for the change of our position in this matter," he wrote. "However, the one re-occurring argument advanced by interested parties who are not in radio broadcasting industry but who were interested and that was: 'Such advertising as we proposed to carry is all right in magazines and newspapers, as these mediums do not have the absorption, persuasiveness or the impact of radio.'

"Re-evaluating our medium, it maybe is for the best interests of all that the great force of radio be kept in restriction. It's unfortunate that the five words of our rate card No. 25 were blown to the proportions they were."

The WOMT reversal caused "mild surprise" at Ogilvy, Benson & Mather, New York, which has been seeking the cooperation of radio stations in promoting Schweppes quinine water as a mixer in gin and tonics. But Mr. Kadow's new attitude apparently has had no effect on the flow of station mail responding to OB&M's query: Will you accept the words "gin" and "vodka" in copy for Schweppes? OB&M hopes to collate its answers by the end of this week in time to report back to Comdr. Whitehead, President of Schweppes (U. S. A.) Ltd.

The agency has indicated that the mail to date has been favorable, that some stations willing to accept the taboo words even suggested specific time slots in which they'd accept the commercials [CLOSED CIRCUIT, Nov. 17]. However, this does not mean that OB&M will automatically place orders on these stations. "We merely want to get the feel of the situation," is the way one OB&M executive phrases it. "Then we'll see in which direction we can move."

Another Ready Station • KADY St. Charles, Mo., last week invited listener comment on liquor advertising. It carried six spot announcements daily, feeling the answer should come from listeners, whom stations are licensed to serve.

William R. Cady Jr., KADY president-general manager, said, "If we find listener apathy, or a strong listener reaction pro or con, it will influence station policy."

First audience comments were heavily against acceptance of liquor business, Mr. Cady said. Listeners' comments ranged from a threat not to listen to the station if it advertised liquor to the observation there's too much beer advertising already and the view that the younger generation shouldn't hear liquor commercials.

Mr. Cady pointed out that "although NAB and DSI have come out strongly against liquor advertising on radio and tv it is hard to decide whether this stand is based on fear of possible future federal or state action if the voluntary ban is lifted, or whether it is based on knowledge of radio and tv audience reaction not yet made public."

E. J. Jansen, KASK-AM-FM Ontario, Calif., said he received inquiries from reps asking if the stations would accept liquor business. He answered, "Why not? Attached please find availabilities; regular rates apply. When may we expect copy?"

Mr. Jansen noted the liquor industry has used good taste in its advertising, adding, "If the same pattern were followed in liquor advertising for radio, there would be no logical reason for radio to be stand-offish.

"Let's not be silly as broadcasters. After all, whether or not we accept hard liquor advertising is merly a matter of percentage of alcohol—beer 4-8%, wine 12-20%. All broadcasters accept these. Tv spills them on your carpet by the barrel any hour of the day. Hard liquor runs 80-100%."

Vick Buys Foreign Drug Firm

Vick Chemical Co., New York, a major radio-tv spot user, is continuing its announced expansion by acquiring its first overseas drug firm, Milton Antiseptic Ltd., London. Vick paid cash for approximately 97% of Milton's 391,922 outstanding shares. The acquisition is Vick's third since late summer, and follows its pattern of building its drug line at the expense of non-drug business. Vick recently rid itself of its cosmetics line by selling a number of products to Chesebrough-Pond's [ADVERTISING & AGENCIES, Sept. 15] using monies toward acquiring firms engaged in allied drug activities. The other two acquisitions were of Walker Labs, Mt. Vernon (vitamin and nutrition specialties) and Lavoris Co., Minneapolis (proprietary mouthwashes). In making the announcement last week at Greensboro, N. C., Vick President Smith Richardson Jr. took note of the firm's 12-fold growth since 1938, compared the 1938 total sales of $8.9 million to 1957's $107 million.

Radio-Tv Get Extra Movie Money As Chicago Papers Spurn UA

Initial refusal by four Chicago newspapers to accept ads for United Artists Corp.'s new "Anna Lucasta" film has resulted in increased allocations for Chicago radio-tv stations. Originally UA allocated no more than $4,000 to a five-day saturation radio push to precede the Dec. 26 opening of the new Sammy Davis Jr.-Eartha Kitt drama; now, it turns out, UA's radio-tv budget has been boosted to $13,000—$8,000 for radio, $5,000 for tv. The campaign gets underway today (Nov. 24).

Between Nov. 12 and Nov. 15, the four Chicago papers—the *Tribune*, *Sun Times*, *Daily News* and *American*—rejected UA art and copy as being "in bad taste." Thereupon, Roger H. Lewis, UA's national director of advertising-publicity-exploitation, wired the papers challenging them to describe all editorial copy (especially that involving race relations—the theme of "Anna Lucasta") as being "in good taste," and proposed to submit the "Lucasta" ads to "an unprejudiced jury . . . to be weighed against your editorial copy for the last 30 days." Then, UA began looking for broadcast availabilities above and beyond the initial schedule.

Mr. Lewis last week sent a telegram to D. Tennant Bryan, president of the American Newspaper Publishers Assn., denouncing "the arbitrary action which constitutes censorship of the worst kind." On Monday (Nov. 17) the *Daily News* reversed itself and agreed to take the ads. By midweek, the three other papers conceded they may have erred and began accepting "modified" art and copy—the ads being toned down somewhat.

White King to Give Ad Plans

Sales and advertising plans of White King Soap Co. for 1959 will be revealed to more than 50 top company executives from the 11 western states, Dec. 2-4 at a meeting at the Sheraton West Hotel in Los Angeles. New advertising and sales promotion will be introduced at the three-day meeting, along with product tie-in plans and details of media and promotions for the first quarter of next year.

AGENCY APPOINTMENTS

Dodge New York Retail Selling Assn., representing 100 Dodge dealers in metropolitan New York-New Jersey area, has appointed Wexton Co., N. Y., to handle $1 million advertising-publicity account.

Lane Co. (cedar chests, tables, other furniture), Altavista, Va., appoints Doyle Dane Bernbach, N. Y., effective Jan. 1. $750,000 account formerly was handled by C. J. LaRoche & Co., N. Y.

ASSURING THE MOST FOR YOUR EQUIPMENT DOLLAR RCA

new RCA magnetic disc recorder

combines advantages of tape and disc!

A great new tool for broadcasters . . . makes possible fast recording and playback of commercials and announcements

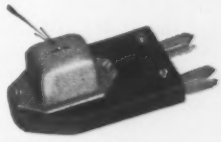
The Magnetic Disc— extremely rugged, not easily damaged, and with a life expectancy equal to or greater than tape. Information already recorded can be erased easily, permitting re-use of disc.

Type BQ-51A/BA-51A Magnetic Disc Recorder and Recording Amplifier

This new Disc Recorder, a completely self-contained unit, meets the broadcaster's requirements for fast recording and playback of commercials and announcements. Extremely simple in operation, it minimizes the skill required to produce a professional recording. Grooves for recording are molded into the blank disc. No cutting mechanisms, optical devices and heated styli are needed; the same equipment serves for recording and playback. All of the advantages of magnetic tape recording are retained in the magnetic discs, yet winding, splicing, cuing and other tape handling problems are eliminated.

A recording time of 70 seconds is obtained from each side of the magnetic disc, which includes 10 seconds for "cue-in" and "trip-out" cue tones. The magnetic discs are recorded at 33⅓ rpm.

The magnetic head used in the system consists of two C-shaped laminations made of a material that is extremely hard physically, but with very high permeability. A newly designed tone arm which accommodates standard MI-11874-4 (1 mil) and 11874-5 (2.5 mil) pickups also can be handled by means of a plug-in socket arrangement. It can be used for reproducing standard transcriptions and phonograph records up to 12 inches in diameter at 33⅓ or 45 rpm.



Magnetic Recording Head. The magnetic pole pieces which do the recording protrude through the narrow slot (see arrow).

The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programming. For complete information on the Disc Recorder and companion units call your RCA Broadcast Representative. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Tmk(s)®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

DOES PRESIDENT WANT A SUPER-FCC?

He orders report by Dec. 31 on how to reorganize spectrum management

The first step in a complete re-evaluation of the radio spectrum and how it is administered and managed has been taken by President Eisenhower.

Last week the President, through Leo A. Hoegh, director of the executive level Office of Civilian & Defense Mobilization, appointed a special telecommunications advisory committee "to review the role of the federal government in the management of U. S. telecommunications."

The committee comprises two retired AT&T executives, a political scientist, a practicing radio consulting engineer and a retired Army Signal Corps general.

It is headed by Victor E. Cooley, former deputy director of ODM and retired Southwestern Bell Telephone Co. executive. Others are William G. Thompson, retired AT&T assistant vice president in charge of long lines; Dr. Irvin Stewart, former FCC commissioner, State Dept. telecommunications aide and until this summer president of W. Virginia U.; Frank G. Kear, Washington radio consulting engineer, and Maj. Gen. W. Preston Corderman, USA (ret.), former Deputy Chief Signal Officer. (See box this page.)

The committee was given a hurry-up assignment. Target date for its report is Dec. 31.

It is expected that the report will deal primarily with administration.

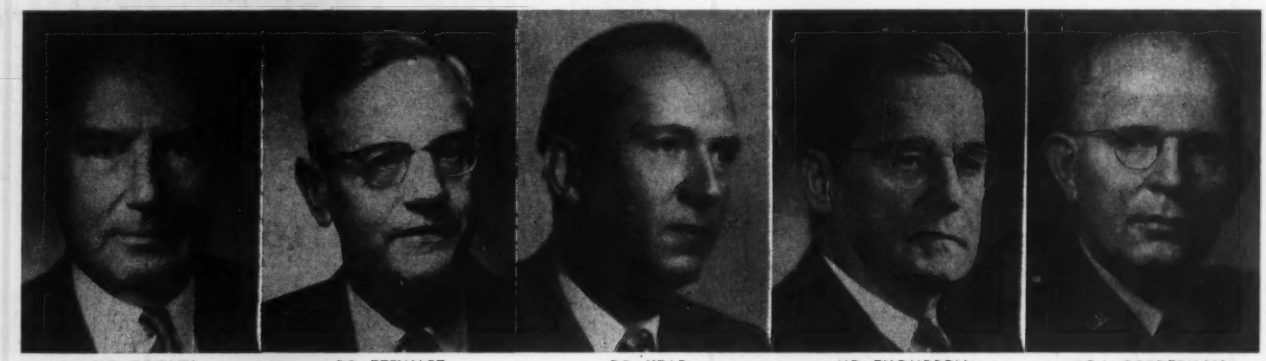
A recommendation for a further study on a long range basis also may emerge.

The announcement stated that the committee's main task is to recommend methods to bring about improvements in the use of telecommunications resources. "It will examine the existing government policies, use of facilities and administrative arrangements and procedures for the allocation, management and control of telecommunications," the announcement read, "including the radio frequency spectrum for government and non-government use."

It is felt that this is the President's method of accomplishing an all-embracing study of the radio spectrum. A similar proposal failed to pass in the last Congress.

There, a resolution by Sen. Charles Pot-

THE ADVISORY COMMITTEE ON TELECOMMUNICATIONS



MR. COOLEY | DR. STEWART | DR. KEAR | MR. THOMPSON | GEN. CORDERMAN

● WALTER EDWARD COOLEY served as deputy director of ODM from 1953 to 1958. A retired Bell System executive, he started his telephone career with the Pacific Telephone & Telegraph Co. in San Francisco, served with Southwestern Bell Telephone Co. in St. Louis for five years, and for 20 years went up the promotion ladder with the New York Telephone Co., becoming a vice president, a director and member of the executive committee. In 1945 Mr. Cooley rejoined Southwestern Bell as operating vice president and director. Two years later he was named president and subsequently chairman. He retired in 1953. He was born and raised in California. He is 68.

● IRVIN STEWART is a former member of the FCC, former telecommunications expert at the State Dept., and until recently president of West Virginia U. at Morgantown, W. Va. He was chairman of the President's Policy Communications Board (1950-1951) and his name is used in referring to that board's report ("Telecommunications—A Program for Progress") issued in March 1951. Dr. Stewart is a native of Texas. While in the State Dept. he was an active participant in many international telecommunications conferences. He was an FCC member from 1934 to 1937. During World War II, Dr. Stewart was executive secretary of the Office of Scientific Research & Development. He became president of West Virginia U. in 1946 and retired last August. At present he is doing scholastic work in political science at the U. of Hawaii, Honolulu, under a Ford Foundation grant. He is 59.

● FRANK GREGG KEAR is the senior member of the Washington radio consulting engineering firm of Kear & Kennedy. Dr. Kear is a native of Pennsylvania, a graduate of Lehigh U. and Massachusetts Institute of Technology, from which he received a Sc. D. degree in 1933. He was with the National Bureau of Standards and Washington Institute of Technology, College Park, Md., before World War II. During the war, he was chief of the radio section, Bureau of Aeronautics, U. S. Navy, attaining the rank of captain. In recent years, Dr. Kear's firm has represented ABC; it also was the consulting engineering company supervising the installation of the antennas of the seven New York tv stations atop the Empire State Bldg. He is a fellow of the Institute of Radio Engineers. He is 55.

● WILLIAM GLASGOW THOMPSON has spent his entire adult life with AT&T, and, with only a short exception, all in the Long Lines Dept. He is a native New Yorker, was graduated from The Citadel, Charleston, S. C., and during World War I was in what was then called the Aviation Section of the U. S. Army Signal Corps. He joined AT&T's Long Lines Dept. in 1914 as a rate clerk and when he retired last June he was assistant vice president in charge of overseas radio and cable communications. He is 65.

● MAJ. GEN. WILLIAM PRESTON CORDERMAN, USA (ret.), former deputy chief signal officer, is now vice president of Litton Industries, Los Angeles, Calif., electronics manufacturer of navigation and guidance equipment, radar, computers, components, and other equipment. A native of Hagerstown, Md., Gen. Corderman was graduated from the U. S. Military Academy in 1926, served in various Signal Corps posts in the U. S. and its territories and in the European Theatre of Operations. He is 54.

MEET U.A.A.

(United Artists Associated, Inc.)

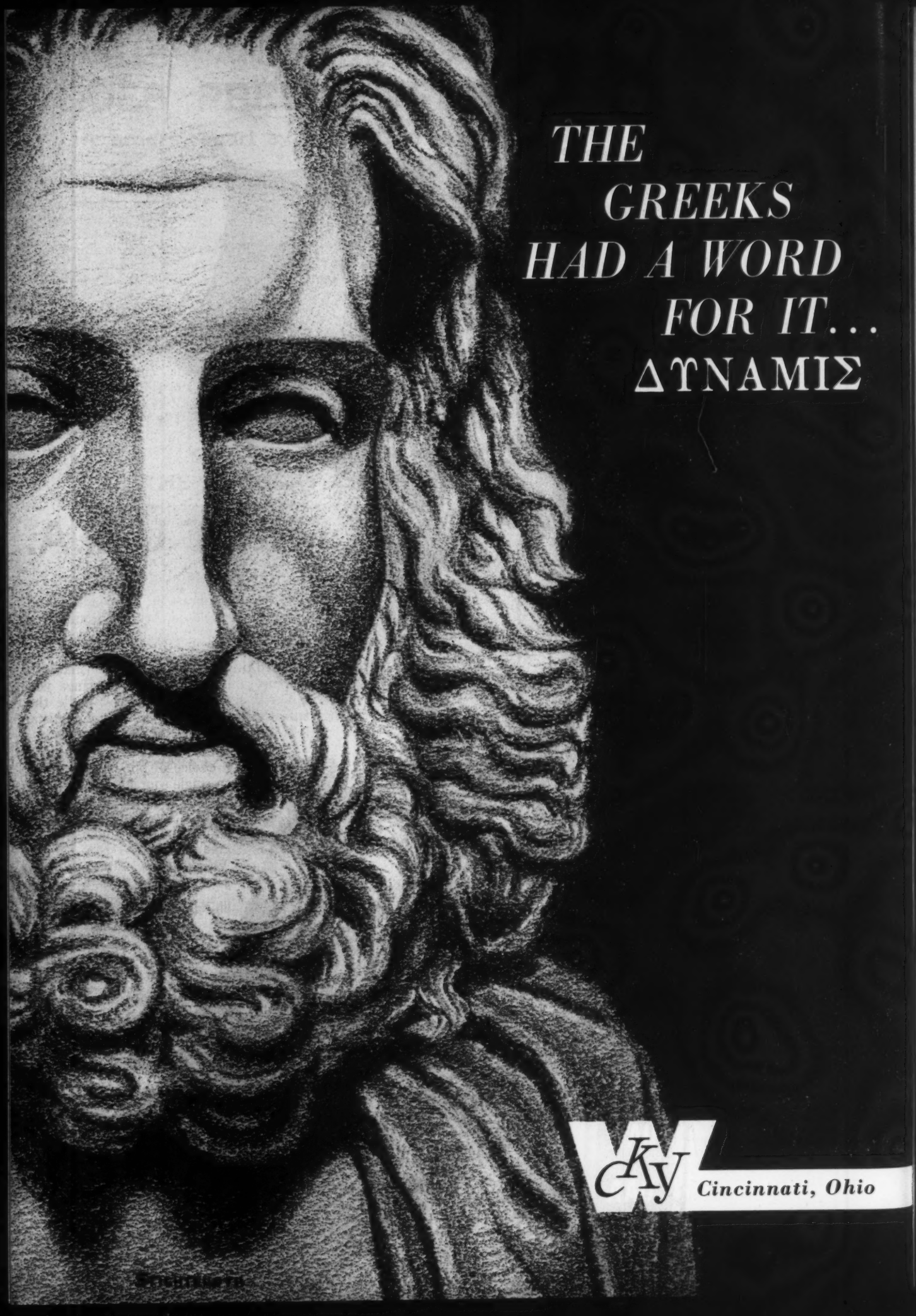
As the lawyers phrase it, "the assets and business of Associated Artists Productions Corp. have been acquired by United Artists Associated, Inc."

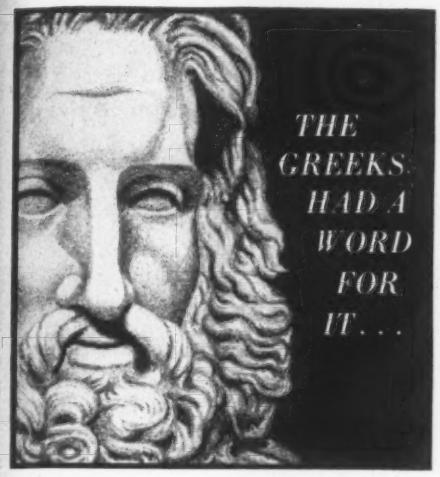
Translated this means that the same management, the same sales staff that brings you fine A.A.P. films will now also handle the great feature motion pictures of United Artists. This is important news to our friends in television. U.A.A. will provide you with a wide choice of outstanding films from a single source . . . films that will hold audiences and sell sponsors. PLUS the kind of increased service that can add up to increased profits.

Now that you've met us, let's get together!

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK
345 Madison Ave., MUrray Hill 6-2323
CHICAGO
75 E. Wacker Dr., DEarborn 2-2030
DALLAS
1511 Bryan St., Riverside 7-8553
LOS ANGELES
9110 Sunset Blvd., CRestview 6-5886


THE
GREEKS
HAD A WORD
FOR IT...
ΔΥΝΑΜΙΣ
WCKY
Cincinnati, Ohio



JUPITER
ΔΥΝΑΜΙΣ
POWER

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that *here*.

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our darndest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering *all* of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

ter (R-Mich.) to appoint a commission to examine government usage of the radio spectrum passed the Senate. In the House, the Administration prevailed in revising the resolution to require the commission to investigate both non-government and government use of the spectrum. This was reported out by a House committee in the closing days of the 85th Congress but it was never brought to the floor for a vote.

Broadcasters opposed the amended Potter resolution.

Shortly after Congress adjourned, it was reported that the President was considering the appointment of a White House committee to investigate the spectrum [CLOSED CIRCUIT, Sept. 15; GOVERNMENT, Sept. 22].

Among other recent activities which may have spurred the President into seeking proposals to revise the present structure of radio spectrum management are the revelations of the House Legislative Oversight Committee, including off-the-record wire-pulling at the FCC, allegations of attempted bribery and solicitations of bribery, and general laxity in official conduct.

In announcing the appointment of the five-man committee, Mr. Hoegh stated that the rapidly changing technology and needs in both government and non-government areas "are presenting increasingly difficult problems in telecommunications management."

This situation, Mr. Hoegh continued, is becoming "no less complicated" by developments in satellites and space vehicles, as well as military weapons systems and civil defense communications.

The OCDM announcement also contained a paragraph stating that the committee "will not be concerned with existing regulatory powers or procedures of the FCC, nor will it make studies of detailed problems of radio frequency usage."

Mr. Cooley stated last week that the committee has no plans to get into the question of specific radio assignments. Another member of the committee was more down-to-earth: "We don't intend to get into the nuts and bolts part of telecommunications."

The committee has met twice, on Nov. 18 and 19. Another meeting will take place in mid-December, Mr. Cooley said.

Present at the Nov. 18 meeting was FCC Chairman John C. Doerfer, it was learned.

Individual members of the committee have been given assignments in preparation for the next meeting.

The request for a Dec. 31 report is seen as lending credence to reports that the President desired to be ready for possible congressional activity in the field of telecommunications when the new Congress assembles Jan. 7.

There have been definite reports that Congress intends to take up anew the matter of a study of the radio spectrum.

Only last September, Rep. Oren Harris (D-Ark.) declared that he would reintroduce his bill to study the spectrum. At the same time the Arkansas Democrat (who is chairman of the House Legislative Oversight Committee as well as of the parent Commerce Committee) stated that he felt one agency should control both government and non-government use of the spectrum.

Under the 1934 Communications Act, the President is the final authority in licensing government stations. The FCC is empowered to regulate all non-government use of the radio spectrum. The President's responsibilities are carried out through the Interdepartmental Radio Advisory Committee, on which sits a representative of each department and agency of the federal government which uses radio frequencies.

The Communications Act is silent, however, on a supreme arbiter for the apportionment of frequencies between the government and civilian use. This has been accomplished through a "gentlemen's agreement" between the White House and the FCC.

The latest expression of this liaison was the FCC's action last April in removing 8500-9000 mc from civilian use for military usage. The band had been assigned for civil aviation radionavigation; it was reassigned to government use for radiopositioning.

This has become a key law case. Aviation interests have asked the appellate court to force the FCC to provide the normal rule-making and hearing safeguards spelled out in the Communications Act. The Commission ordered the change in allocations into effect without preliminary notice or a hearing. The reason given was the request of OCDM for these frequencies. When civil aviation interests protested, the Commission refused to reconsider its order. The objectors have appealed this particular action, and last week a pre-trial conference was held in the U. S. Court of Appeals in Washington, D. C.

Actually the FCC order pre-empted 14

EIA REPEAT

The Electronic Industries Assn. last week renewed its recommendation for a long range study of the military and civilian uses of the radio spectrum. EIA's statement was issued last Thursday, following the announcement earlier in the week of the establishment of a Presidential Telecommunications Advisory Committee.

In a letter to Victor E. Cooley, chairman of the advisory committee, H. Leslie Hoffman, chairman of EIA's spectrum study committee, expressed the hope that the committee's appointment was the first step toward launching an overall investigation of the spectrum.

Last September the EIA board formally urged the establishment of a commission to study the spectrum and its uses by both government and non-government users. Some segments of the electronics industry have been advocating such a probe for the last year or more.

EIA has not suggested how this should be done, but it has recommended that a commission be appointed for this purpose.

bands in the 220-10,500 mc region. Among these were some broadcast studio-transmitter link and remote pickup bands.

Military development in missiles and space vehicles in recent years—with their great reliance on electronics for control, guidance and surveillance—coupled with the establishment of forward scatter as the newest method of over-the-horizon communications has given rise to fears that portions of the television and fm bands might be requisitioned by the military.

Aside from military weaponry, a vast upsurge in demands for spectrum space by industrial users has also inundated the FCC in recent years.

The Commission has under way a study of the entire spectrum beginning at 25 mc. This is in two phases, 25-890 mc (this includes tv and fm), and above 890 mc.

In evaluating the import of the establishment of the new presidential advisory committee, there have been recent, regulatory straws-in-the-wind pointing to a possible outcome. These are the recent establishments of "super" agencies—one dealing with aviation and the other with space.

The Federal Aviation Agency was established last August. It is headed by retired Air Force Lt. Gen. Elwood R. Quesada and has jurisdiction over both government and non-government aviation. This includes military aviation.

The FAA was layered over the existing Civil Aeronautics Board-Civil Aeronautics Authority establishment precisely because of the same difficulties plaguing the radio spectrum—divided authority.

Similarly, the National Aeronautics & Space Administration was organized last September to take over astronautical projects involving satellites, lunar probes and other space age developments.

The last telecommunications advisory committee was the President's Communications Policy Board, appointed by President Truman in February 1950. Members of that committee included Dr. Stewart as chairman, and Lee A. DuBridge, president of Cal Tech; William L. Everitt, U. of Illinois; James R. Killian Jr., then MIT president, now science advisor to the President, and David H. O'Brien, retired vice president of the Graybar Electric Co.

In March 1951 it issued its report, the 226-page *Telecommunications, A Program for Progress*. It advocated the establishment of a three-man Telecommunications Advisory Board to advise and assist the President. It recommended that this board be empowered to require all government users to justify and periodically to rejustify their need and use of the radio spectrum. It recommended that this board, in cooperation with the FCC "supervise the division of spectrum space between government and non-government users."

It also called for the FCC to be strengthened in funds and structure.

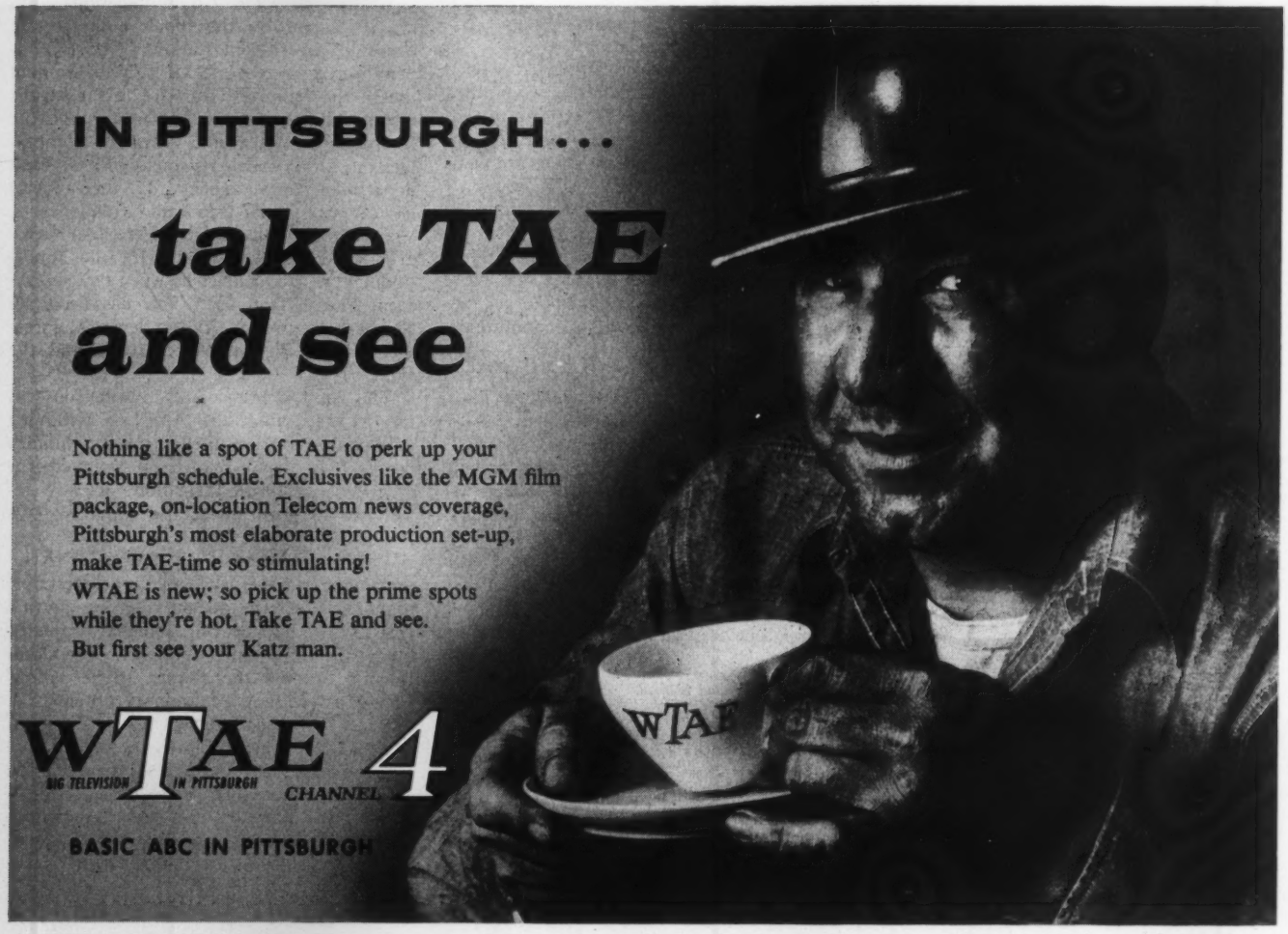
Justice Says It'll Defend Secrecy of FCC Spectrum Moves

The Dept. of Justice has announced it is preparing to claim the right to withhold the reason why the FCC was asked to reassign 14 bands in the radio spectrum from civilian to government usage.

The announcement was made last Thursday in a pre-hearing conference before Circuit Judge John A. Danaher of the U. S. Appeals Court in Washington.

The conference, at which attorneys representing Aeronautical Radio Inc., Bendix Radio (Bendix Aviation Corp.) and other aeronautical companies met with Justice Dept. and FCC lawyers, was in preparation for the argument on the appeal against the FCC's April 16 decision reallocating various bands ranging from 220 mc to 10,500 mc. This was done without notice or a hearing. Last July the FCC turned down a petition for reconsideration.

In last week's conference, the Justice Dept. counsel told Judge Danaher that the administration was willing to give the court the basis for the OCDM requirement, but not the parties. He said he was preparing to claim executive department privilege. The White House has claimed this privilege for executive departments, but this will be the first time it has been claimed for an independent regulatory agency.


IN PITTSBURGH...
take TAE
and see
Nothing like a spot of TAE to perk up your Pittsburgh schedule. Exclusives like the MGM film package, on-location Telecom news coverage, Pittsburgh's most elaborate production set-up, make TAE-time so stimulating!
WTAE is new; so pick up the prime spots while they're hot. Take TAE and see.
But first see your Katz man.
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH

with apologies to Rudyard, the west does meet the east...

. . . yes, even in California, wise westerners who want to woo wily easterners (New England variety) check their Hildreth Stations.

Let's tune in on Charlie Farrell, flicker and TV flame, as he tells how to serve an "ace" every time in Maine.

"Those Hildreth people have their "racquet" all figured out. Just look at what they did in Portland—Maine's first market. Two months after they put their brand on WPOR, the ratings zoom 49%—and that's some zooming.

"They play that kind of game all over the State. Why, in Bangor it's practically a "love" set. WABI's pulse-beat is greater than the other stations combined. And the net play by its doubles partner, WABI-TV, makes it the highest rated NBC station east of the Mississippi.

"Then take Aroostook County, the throbbing thriving home of people, pilots and potatoes. WABM and WAGM team with WAGM-TV to make it a straight set sweep.

"Now that I think about it, the Hildreth Stations might well be the answer to the Davis Cup problems."

check your

Hildreth Stations

wabi AM TV / wabm / wagm AM TV / wpor

BANGOR HOULTON PRESQUE ISLE PORTLAND

HORACE A. HILDRETH, PRESIDENT

LEON P. GORMAN, JR., EXECUTIVE V. P.

WILLIAM J. MULLEN, NAT'L. SALES MGR.

Represented by:

GEORGE P. HOLLINGBERY—Nationally

KETTELL-CARTER—in New England

HARRIS GROUP UNWILLING TO DIE

- **Legislative Oversight may live on in 86th Congress**
- **Staff report hits Justice on FCC ex parte contacts**

In all probability, there will be a Legislative Oversight Subcommittee during the 86th Congress, which convenes Jan. 3.

And last week, the subcommittee received a report from one of its staff members criticizing the FCC and Justice Dept. for failure to crack down against individuals who have made *ex parte* contacts. The report says 30 such cases have been investigated "and there are probably more."

All earlier indications had been that no effort would be made to extend the controversial investigative body's life after its authorization expires Dec. 31, but developments in the past few weeks have completely changed the outlook.

Rep. Oren Harris (D-Ark.) last week told BROADCASTING the subcommittee's report, due by the end of the year, would recommend its renewal. All of the six other subcommittee members remaining in Congress (five Democrats, and one Republican) have urged that it be given new life.

Previously, Rep. Harris had been against the subcommittee's continuance and planned to absorb its work into the parent committee. In fact, last September he sent word to the chief counsel to inform the staff the subcommittee would expire Dec. 31 and that they should make other arrangements for jobs [CLOSED CIRCUIT, Sept. 29].

One source close to the House leadership predicted last week the subcommittee would not run into any major difficulties in getting renewed. He said that House Speaker Sam Rayburn (D-Tex.) would abide by the recommendations made by Rep. Harris.

The committee was established in March 1957 with a $250,000 appropriation and the blessings of Speaker Rayburn, who made the original suggestion for the need of such an investigative body. A second appropriation will be necessary for its continuance and indications are that a fight may develop in this respect on the House floor.

Rough Sledding • The committee's history has been a stormy one. Cries at the start arose that it would do a "hatchet job" on the FCC. This was denied by all parties, although the Commission has borne the brunt of the subcommittee's attacks and has been severely chastised in the eyes of the public.

As a result of the committee's investigations, one commissioner has been forced to resign and has been indicted, a former chairman has been accused of accepting a bribe, the character and integrity of all except the newest members of the FCC have been attacked, a cloud of suspicion has been cast on a majority of the Commission's major tv grants and a dozen decisions have been returned by the courts. In addition, disclosures of the subcommittee forced the resignation of President Eisenhower's top aide.

Nor was all the turmoil created outside the subcommittee. Intramural clashes were frequent and bitter in the early stages. The subcommittee fired its chief counsel after a name-calling fight with him in the press. The first chairman "resigned" as a result but was allowed to remain as a member of the subcommittee. Latest to go was the chief investigator who quit last summer under fire.

Rep. Harris said the recommendation would not be that the subcommittee be continued on the broad scale and type of operation it pursued in the past. He would not comment on whether it would continue in its present form and personnel. He hopes the new Oversight Subcommittee can devote its time to less sensational but constructive reviews of the regulatory agencies and their activities in carrying out the law.

The subcommittee's report also will include a draft of an "across-the-board" code of ethics for all agencies under its jurisdiction. In addition, it will take up the powers (probably recommending more) and tenure of the chairman of the FCC and the method of his selection (the subcommittee, it's reported, is split on whether this position should be rotated from year to year). Still another phase of the report is expected to put teeth into laws governing conflicts of interest and *ex parte* contacts.

Some Speculation • Talk centered on whether Rep. Harris would step down as chairman of the subcommittee. If he does, Rep. John Bell Williams (D-Miss.) is expected to become chairman. Rep. Harris refused to comment on this aspect.

Members of the subcommittee often have commented that it has just "scratched the surface" of its announced and intended job. The consensus was, following informal talks the past two weeks, that Congress could ill afford to do away with its newest investigative arm. In fact, talk now is that the subcommittee will be established on a permanent basis.

Several of the attorneys who appeared as panelists last week before the subcommittee urged the continuance of its work by the same group or another body (see separate story). "There is a great need for additional information, not about bribery, not about influence, but how these agencies are doing their jobs," Prof. Clark M. Byse of Harvard stated.

Last week's report, submitted by staff attorney Stephen J. Angland, did not figure in the decision to recommend continuance of the subcommittee. It does, however, offer a future course for the subcommittee if Mr. Angland's charges are investigated further.

"The recent publicity received by the Attorney General with respect to his position on the [Miami] ch. 10 proceedings [GOVERNMENT, Nov. 17] does not stand inquiry," Mr. Angland stated. He said the subcommittee has made evidence public that is "quite clearly sufficient to convict several persons" of violating the section (409 [c] [2]) of the Communications Act dealing with *ex parte* contacts and illegal pressures.

"As an explanation for no indictments," Mr. Angland stated, "it has been indicated that Sec. 409 (c) (2) is not clear. This haziness has just developed since this subcommittee went into tv cases." Mr. Angland cited several official FCC and court documents which, he alleged, showed that there had been no "haziness" on interpretations in the past.

Mr. Angland said that in his investigations of tv cases, he found indications of *ex parte* contacts in over 30 (only a portion of which have been made public). "It was unnecessary to develop all these cases for legislative purposes," he told the subcommittee. "However, for law enforcement, it would be necessary. I am also very certain that there are cases I did not uncover.

"The obvious conclusion is that the Attorney General has evidence of a number of calculated, and in some cases, gross violations of Sec. 409 (c) (2), but that he does not want to prosecute." Mr. Angland also charged that members of the bar have been publicly involved in *ex parte* representations, "an additional area where the Attorney General could be helpful."

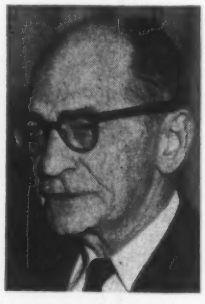
EX-FCC HEAD DENIES ALL BRIBE RUMORS

- **Oversight can't track sources**
- **More hints of planted rumors**

Former FCC Chairman George C. McConnaughey swore under oath last Monday (Nov. 17) that he did not solicit or accept a bribe for his vote in the Pittsburgh ch. 4 tv case. Previous witnesses before the House Legislative Oversight Subcommittee had testified they heard "rumors" of bribes totaling $250,000 in the case [GOVERNMENT, Nov. 17].

"I have definite proof that no money was paid" either while on the FCC or since, Mr. McConnaughey said. "Your committee has all the records of my bank account, Mr. [Robert] L'Heureux' and Mr. [George] Sutton's," he added, referring to his former associates in a law firm now dissolved. The former commissioner testified he first heard of the alleged bribes when questioned on the subject by the FBI in September 1957.

MR. L'HEUREUX



MR. McCONNAUGHEY

The subcommittee has been unable to determine the source of reports Mr. McConnaughey was to receive $50,000 from ch. 4 applicant Tv City Inc. or $200,000 from a second applicant, Hearst-WCAE

Pittsburgh, in exchange for his vote. The subcommittee also has been unsuccessful in efforts to learn who told the competing applicants, the day of a June 3, 1957, oral argument, that the Commission was split 3-3 for Tv City and Hearst.

These two applicants merged and received the grant 3½ weeks after Mr. McConnaughey left the FCC on June 30, 1957, and formed the McConnaughey, Sutton, L'Heureux firm. Three others seeking the Pittsburgh station, Wespen Tv Inc., Irwin Community Tv and Matta Enterprises, withdrew from the contest and were paid $50,000 each in expenses.

Mr. McConnaughey, now practicing law with his son in Columbus, Ohio, stated without reservation that he did not solicit a bribe, in the form of money or legal clients, from the Pittsburgh applicants or in any other case. He also denied that an intermediary had made a solicitation on his behalf or that he informed anyone of the 3-3 tie vote.

He said the Commission voted in the case immediately after the oral argument with himself, Comrs. John Doerfer and Robert E. Lee voting for Hearst, while Comrs. Rosel H. Hyde, Robert T. Bartley and Richard A. Mack favored Tv City. Comr. T. A. M. Craven abstained. The witness maintained he had supported the Hearst application from the beginning and for that reason voted against letting Tv City amend its application to show the death of one of its principals, Irvin Wolf.

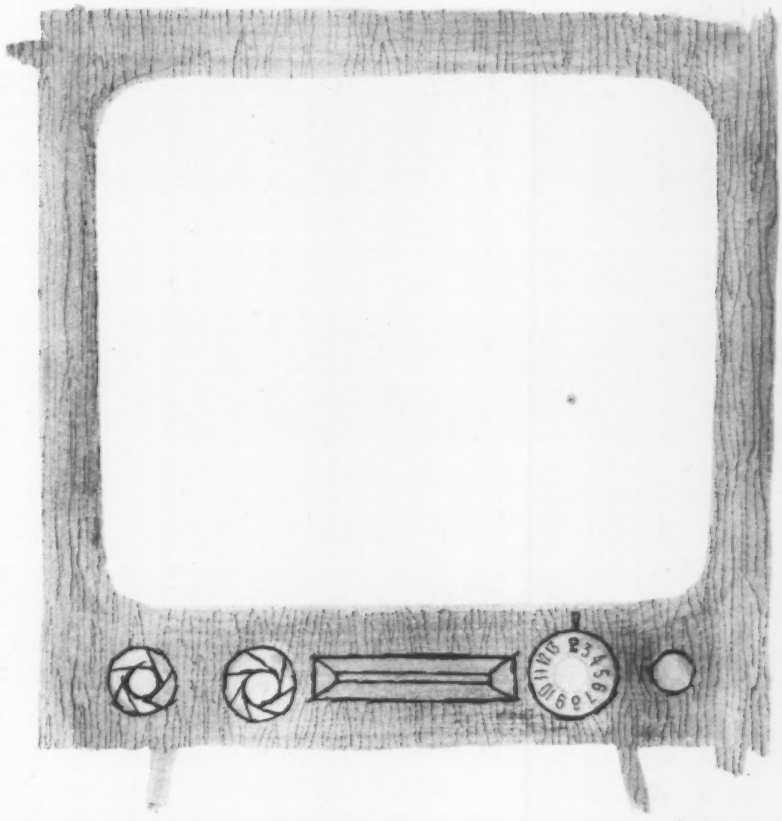
Mr. McConnaughey, under questioning by Acting Chairman John Bell Williams (D-Miss.), said the bribe rumors could have been "manufactured" to force him to be disqualified from voting in the case. He also said Tv City stood to gain the most from his disqualification, since the vote then would be 3-2 in its favor.

At a May 8, 1957, luncheon with Earl Reed, Tv City president, Mr. McConnaughey said, Mr. Reed tried to tell the commissioner what outstanding and prominent men were associated with the applicant. Mr. McConnaughey, an Eisenhower appointee in October 1954, said he changed the subject of conversation.

Mr. Reed also talked of his (Reed's) association with National Steel, Mr. McConnaughey said, and that this firm often had legal business in Ohio. Mr. McConnaughey said he again changed the subject and that the Tv City president "could see I didn't appreciate that kind of talk and it was dropped."

Mr. McConnaughey said he did not consider this "in any respect an offer of a bribe" and thought no more of it until the FBI questioned him. He denied telling Mr. Reed he was leaving the FCC and going into private practice, as had been testified earlier by Mr. Reed. Mr. McConnaughey said the McConnaughey, Sutton, L'Heureux law firm first was proposed by Mr. Sutton, counsel for Tv City Inc.

Testifying just ahead of Mr. McConnaughey, Mr. L'Heureux also said he first heard of the bribe rumors in September 1957. Mr. L'Heureux had been Mr. McConnaughey's administrative assistant at



To see what most viewers in

Eastern Iowa see, hold this page up to the light.

For the forward look in tv,
turn back one page.

Thought for today: WMT-TV covers over half of the tv families in Iowa, dominates Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest cities.

WMT-TV
CBS Television for Eastern Iowa
CEDAR RAPIDS—WATERLOO

Represented Nationally by The Katz Agency, Inc. • Affiliated with WMT Radio, KWMT Fort Dodge.

the FCC and left when the chairman did. He said he was unsuccessful in attempts to learn the source of the allegations.

Mr. L'Heureux vigorously denied he had contacted Mr. Reed or anybody else regarding the bribe solicitation or the 3-3 tie vote. He said only one side could benefit from the rumors and that if he were sitting on a jury he would "have some very strong suspicions . . ." about Tv City.

He was first informed of the bribe rumors by Messrs. Sutton and McConnaughey, Mr. L'Heureux said, the same day the two attorneys were questioned by the FBI. He said that in March 1958, Mr. McConnaughey told him and Mr. Sutton that Mr. Reed had offered the former FCC chairman "about $10,000" a year for his vote.

At the conclusion of Monday's hearing, Reps. Williams and Charles A. Wolverton (R.-N.J.) called on the Justice Dept. to investigate the Pittsburgh case. Three days earlier, both congressmen had called on the FCC to reopen the case [AT DEADLINE, Nov. 17].

The Justice Dept. had the case under grand jury scrutiny for several months but no indictment was returned and the jury was dismissed. A Justice spokesman said last week that no new evidence was unearthed in the House hearings which had not been presented to the grand jury.

FCC Chmn. Doerfer said the Commission would have to consider the possibility of reopening the case but as yet, has not done so.

Several members of the subcommittee have expressed a desire to recall a number of witnesses because of inconsistencies in testimony before the congressional body. Among those facing a possible recall are Messrs. Sutton, Reed and Lee W. Eckels, Tv City principal. The congressmen also want to question William Matta, ch. 4 applicant who has not testified.

OVERSIGHT SPONSORS PANEL DISCUSSIONS

- **30 examine regulatory ills**
- **FCC declines participation**

Thirty prominent attorneys, government officials and professors at the invitation of the House Legislative Oversight subcommittee, participated last week in two days of panel discussions on how to cure the ills of federal regulatory agencies.

And, one of the panelists used the forum to get in a lick against the parent Commerce Committee and for pay tv. James M. Landis, counsel for pay tv-proponent Skiatron, charged the committee with interference in "a carefully worked out program" by the FCC to authorize a test of pay tv.

Topics for discussion were "(1) Should the clearly judicial functions of the administrative agencies be divorced from them and lodged with the federal courts? (2) Should the legislative functions of administrative agencies be restricted? (3) How much overseeing of the administrative process should be undertaken by the Executive branch and the legislative branch? (4) How can improper pressures be best dealt with?"

The FCC was conspicious in its failure to participate in the panel. Charles E. Smoot,

complete one hand operation

GATES PROFESSIONAL TRANSCRIPTION TURNTABLES

You shift speeds to 78, 45 or 33⅓ by simply moving the shift lever to the desired index point—then touch the button to either start or stop. Complete one-hand operation leaves the other hand free for cueing or control board.

Gates positive operating 3-speed transcription turntables are designed entirely for the professional demands of radio and television stations, advertising agencies and recording studios. These turntables are capable of unusual speed accuracy, low vertical and lateral rumble and utilize the direct "speed shift" approach to eliminate springs, multiple drive wheels or gravity methods of speed change.

The transcription chassis only (CB-100), and the CB-210 complete turntable are both in stock for immediate delivery. The turntables are available with or without the CAB-6 cabinet illustrated above. Place your order today.

GATES

GATES RADIO COMPANY

QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

OFFICES — NEW YORK - WASHINGTON, D. C. - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

How many puffs in a station break–

or when does sales resistance become resentment?

Here's another place where film comes into the picture . . . because pre-testing is easy with commercials *on film*— lets you test to your heart's content before you show them. Important, too — film gives you full control of time and station . . . keeps you in the driver's seat all the way.

Use black-and-white — or color . . . there's an Eastman Film for every purpose.

For complete information write to:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Be sure to shoot in COLOR . . .
You'll be glad you did

assistant general counsel, was listed on the program as one of the panelists but was not present for any of the Tuesday-Wednesday sessions. A subcommittee spokesman said FCC General Counsel John FitzGerald sent word Mr. Smoot was too busy to participate.

Many of the panelists, gathered by subcommittee Chief Counsel Robert W. Lishman, favored a code of ethics for agency personnel; stricter conflict of interest laws; placing commissioners on a judicial level; higher standards for commission appointees.

The panelists were divided on the question of placing an agency's judicial functions in federal courts. No, said Minnesota Prof. Kenneth Davis, Robert W. Ginnane, Interstate Commerce Commission general counsel, and Joseph Zwerdling, Federal Power Commission hearing examiner, all of whom delivered 15-minute papers on the question. Yes, said private attorneys Robert M. Benjamin, Donald Beelar, Ashley Sellers, John Cragun, former FCC Hearing Examiner Fannie Litvin and others. All cited a similar proposal of the American Bar Assn.

William Gatchell, FPC general counsel, proposed that agencies function more as courts, with the Executive branch given "limited or general control" over them.

U. of Minnesota Prof. Kenneth W. Culp said "many good men want to play the game according to the rules and can't find the rules. The cure for pressure on administrative agencies is not to destroy the agencies and transfer their functions to the courts any more than the cure to judicial abuses is to destroy the courts."

The SEC general counsel, Thomas G. Meeker, told the panel and congressmen that ex parte contacts are "few in number." The greatest deterrents, he said, are "the quality and loyalty of the personnel serving the agencies." He urged caution in the enactment of legislation designed to prohibit improper influence which also would prevent useful legitimate practices.

Profs. Arthur S. Miller of Emory U. and Clyde Byse of Harvard recommended more precise legislative standards for the FCC and other agencies to follow in granting licenses as one cure for curbing pressures. Both educators also urged the idea of selling tv channels to the highest bidder be seriously considered.

Mr. Landis, former chairman of both the SEC and CAB, said the activities of congressional committees should be directed to recommendations for legislation. "An unfortunate tendency has manifested itself recently in the fact that acting only individually or as a committee they have sought to interfere in the shaping of policy by the administrative agencies," he charged. "The most patent of these is the recent action of the House Committee on Interstate & Foreign Commerce in setting aside a carefully worked out program of the Federal Communications Commission in the field of subscription television."

At the close of the final panel Wednesday, proposed codes of ethics submitted by all agencies under the subcommittee's jurisdiction except the FCC were entered into the record. The Commission has promised to submit a proposal of its own in the future.

Oversight Subcommittee Told Court Cannot Dictate to FCC

A court is not authorized, under the Communications Act, to impose any "real direction" on the FCC as to how the Commission must "ultimately dispose" of a case, the House Legislative Oversight Subcommittee has been advised by the Library of Congress' legislative reference service.

James P. Radigan Jr. and Hugh C. Keenan Jr. of the legislative reference service gave the subcommittee their opinion at the House unit's request. They concluded: "The court is not a superior and revising agency in the field. Its remand obligates the Commission to correct the mistakes of law but leaves it free to take such action as it deems meets the standards of 'public interest, convenience or necessity.' "

The report also, at the subcommittee's request, digested the 12 cases which had been remanded by the U. S. Court of Appeals for the District of Columbia to the FCC or by the U. S. Supreme Court to the appeals court between Jan. 1, 1958, and Oct. 30, 1958, reporting on the progress of the cases as of the latter date.

Five of the cases were remanded—three by the Supreme Court and two by the appeals court—in view of testimony before the House subcommittee of *ex parte* influences. The other seven cases were remands by the appeals court.

Supreme Court Refuses Plea To Upset St. Louis Tv Grant

The Supreme Court last week upheld a U. S. Court of Appeals decision [GOVERNMENT, July 14] and refused a *writ of certiorari* to the St. Louis Amusement Co., a former applicant for tv ch. 11 in St. Louis. The Court of Appeals had affirmed an FCC dismissal of a St. Louis Amusement request that a March 1957 grant for ch. 11 be declared vacant and that it be returned to the Commission for new applications.

CBS won the grant last year, after a contest with 220 Television Inc., St. Louis Telecast and Broadcast House. St. Louis Amusement had previously withdrawn its application because, as it was explained to the Court of Appeals, it felt it had no chance against CBS Inc. as a competitor. Instead of building on ch. 11, CBS bought ch. 4 KWK-TV St. Louis for $4 million and turned ch. 11 over to 220 Tv. St. Louis Telecast and Broadcast House were paid $200,000 each by 220 Tv. Ch. 11 is now KCPP (TV) while CBS is operating ch. 4 as KMOX-TV.

100W Maximum for Translators

The FCC last week finalized its rule making to increase the maximum permissible transmitter power output of tv translators from 10 w to 100 w, effective Dec. 26. According to the Commission, this will further tv translator reception in communities where present maximum power is inadequate. The first translator began operation in 1956. There are presently over 140 such stations bringing tv to outlying areas.

East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

or

W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

CH. 10 DECISION EXPECTED MONDAY

- **Arguments in Miami case end**
- **Charges include 'wire-pulling'**

An initial decision in the Miami ch. 10 case may be issued next week by special FCC hearing examiner Judge Horace Stern. The retired Pennsylvania Supreme Court chief justice last week said that he hoped to have his decision out by Monday (Dec. 1). This was at the completion of oral argument by all parties.

The oral argument, the last move in the hearing on charges of behind-the-scenes wire-pulling in the 1957 Miami ch. 10 grant, heard pleas ranging from the argument that all but one of the applicants should be disqualified to a request that the "climate" of doing business before the FCC should be taken into account and the activities of some of the applicants not be considered disqualifying.

Running as an undercurrent—beyond its application in the Miami case—was the argument between the Dept. of Justice and other parties. This even involved charges that the White House was trying to save face by urging the disqualification of all federal officials and parties who resort to *ex parte* representations.

The Justice Dept. argued in its brief filed two weeks ago that any tampering outside the accepted procedures of adjudication before federal agencies be labeled illegal [GOVERNMENT, Nov. 17].

This was termed too broad by some of the parties in the case.

Paul A. Porter, attorney for WKAT Inc., declared the FCC does not need an "iron curtain" to protect the commissioners.

Norman E. Jorgensen, attorney for Public Service Television Inc. (WPST-TV), maintained that the Dept. of Justice "sped right by the record roughshod in its haste to get an Administration face-scrubbing before the American public."

Considered the bellwether case in the dozen tv grants which have been scheduled for reopening—or which have been the target of allegations of back door machinations—the Miami ch. 10 rehearing began last September. The charges were originally aired earlier in the year before the House Legislative Oversight Subcommittee and resulted in the resignation of Richard A. Mack as an FCC commissioner. Mr. Mack and his friend Thurman A. Whiteside were indicted by a grand jury and have both pleaded innocent.

The gist of the oral arguments before Judge Stern was as follows:

Edgar W. Holtz, FCC associate general counsel—urged that Judge Stern find Comr. Mack disqualified and therefore the grant to the National Airlines' subsidiary void. He also asked that WKAT, Public Service and North Dade Video Inc. be disqualified from any further participation in the case. This would leave L. B. Wilson Inc. the only applicant.

Both the FCC counsel and that for L. B. Wilson pointedly reminded Judge Stern that the question of what to do with the grant if all except one applicant is disqualified was not an issue in the hearing. The Justice Dept. in its brief two weeks ago suggested that new applications be accepted for ch. 10, while all present applicants but L. B. Wilson should be disqualified.

Mr. Holtz asked Judge Stern to hand down a decision which would "completely protect FCC commissioners from all influence, direct or indirect, from all sources, including Congress."

Mr. Porter, for WKAT—Declared that Mr. Katzentine's activities were right and proper; that Mr. Katzentine was the only party to bring the allegations of wire-pulling to light. He called for the disqualification of Public Service. He maintained that Mr. Katzentine and his intermediaries who saw Comr. Mack did not attempt to persuade him to vote for WKAT, but only to get him "uncommitted" from what he understood was his pledge to Mr. Whiteside to vote for Public Service.

Paul M. Segal, attorney for L. B. Wilson —Maintained that no accusations had been made against his client. He stated that arguments by other counsel excusing the activities of their clients were "adolescent." He quipped that from the arguments of parties it seems that "it is all wrong to fix a case, but it's all right to unfix a case." He declared that North Dade must be considered to have engaged in off-the-record representations through the use of Robert F. Jones, former FCC commissioner and former congressman (R-Ohio), now in private law practice.

Nathan David, attorney for North Dade Video Inc.—Emphasized that no one representing North Dade made any representations to the FCC commissioners. He termed Mr. Jones' activities on Capitol Hill seeking legislation prohibiting an airline from owning a tv station as perfectly proper. He accused the Dept. of Justice of "gerrymandering" the record adverse to North Dade.

Mr. Jorgensen, for Public Service—Called for a new FCC vote on Miami ch. 10 to lift the cloud on the grant. He stressed that Public Service tried to get Mr. Whiteside to serve as counsel, but when Mr. Whiteside refused to accept employment that was the end of Public Service's connection with him. He intimated that Mr. Whiteside became active in the Miami ch. 10 case for his own benefit.

Judge Stern intervened with questions only three times, warning each time that his questions should not be considered as indicating his views. He inquired about the status of the majority vote if Comr. Mack had abstained or had voted for another applicant; he asked if the FCC was required to grant an application after a hearing or whether it could deny all parties, and he observed that Mr. Jones had testified that he turned over a document favoring North Dade to Comr. T.A.M. Craven after the final vote was issued (in which Comr. Craven had abstained) and after Comr. Craven had told Mr. Jones he would not participate in any further deliberations of Miami ch. 10.

CRAVEN BOWS OUT FROM CH. 13 CASE

- **FCC orders new argument**
- **Crosley gets interim use**

Comr. T. A. M. Craven last week severed himself from any further part in the Indianapolis ch. 13 case as the Commission ordered a second oral argument under a mandate from the U. S. Court of Appeals for the District of Columbia. The FCC set no date for the argument.

COMR. CRAVEN

At the same time, the FCC granted a request by Crosley Broadcasting Corp. that the company be allowed to continue operating its WLWI (TV) Indianapolis on ch. 13 pending a final FCC decision on whether Crosley or WIBC Indianapolis, the other applicant, gets the facility. A WIBC petition for joint trusteeship-operation of ch. 13 with Crosley pending final decision was denied, as was a request for oral argument on the petition.

The FCC also dismissed as moot a request by WIBC that Comr. Craven be disqualified in the proceeding—in view of the commissioner's statement that he will not participate in any further proceeding in the ch. 13 case.

The court last June remanded the FCC's March 1957 grant of ch. 13 to Crosley, holding Comr. T. A. M. Craven should not have voted because he did not hear oral argument in the case [GOVERNMENT, June 23]. Comr. Craven had abstained from voting because the engineering firm of which he formerly was a member had been employed by one of the former applicants, WIRE Indianapolis, but at the FCC's request voted to break a 3-3 tie. The same court, all nine judges, denied a later Crosley request for rehearing [Government, Sept. 29].

Comr. Craven said last week that since the court didn't decide on whether he was qualified to participate in the ch. 13 case, he will not take any part in the case, "including the further oral argument which has been ordered." The commissioner said that even if the FCC reaches another "impasse" (i.e., a tie vote) he will not participate to break the deadlock unless the question of his qualification is "judicially settled." This means that even if he were to be found qualified "judicially," he could not vote in the ch. 13 case unless a third oral argument is held.

Comr. Craven said his practice since being appointed to the FCC has been to abstain from taking part in matters in which he previously was associated as a private radio engineering consultant. Thus, he said, he refused to vote in the ch. 13 case until he was advised by the FCC general counsel that it was his duty to take part in the final disposition of a case if failure to do so would prevent the FCC from performing its administrative functions.

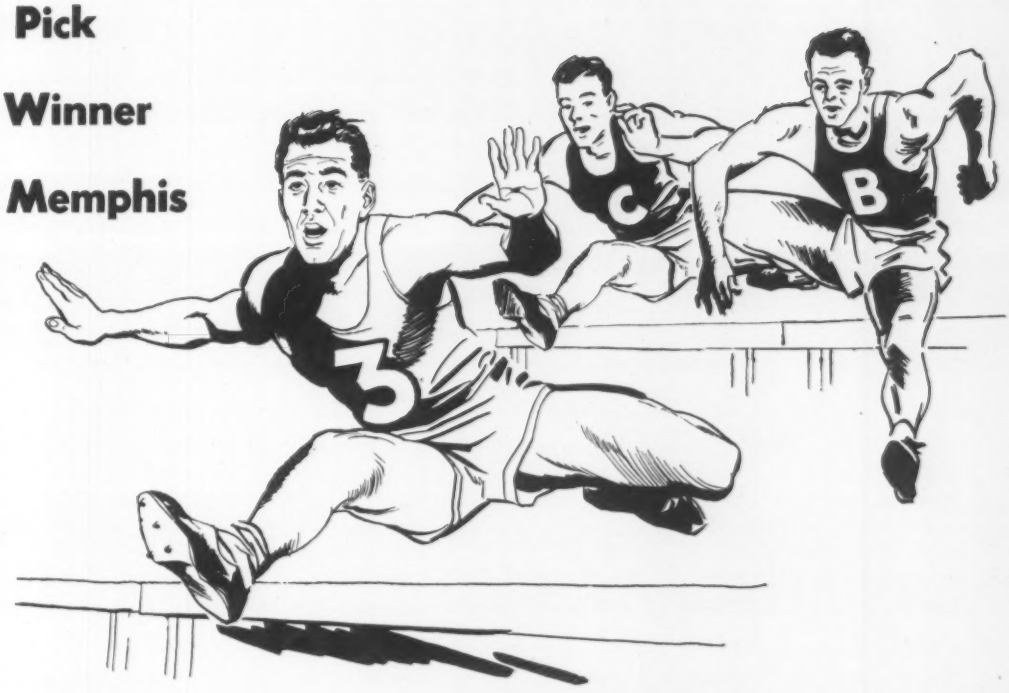
WIRE (*Indianapolis Star* and *News* and

It's Easy

To Pick

A Winner

In Memphis



It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Sept. 7-Oct. 4 (Station Area)
WREC-TV	**201**	**240**	**279**
Sta. B	122	93	35
Sta. C	53	47	63

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

Buick photo courtesy GM Photographic

sell

FLINT

home of great '59's . . . set for a record-breaking '59

Two great cars for '59, Buick and Chevrolet, mean great things now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on WFDF.

sell Flint on

WFDF

5 KW for Flint and Northeast Michigan

dial 910

Chevrolet photo courtesy GM Photographic

NBC Affiliate — Represented by the KATZ AGENCY

EXCISION IN EXCISE

The federal government took in a million dollars less in taxes on radio-tv, phonographs, components, etc. for the first quarter of fiscal 1959 than the same period the year before. The Internal Revenue Service reported last week that excise tax collections for the fiscal period ending Sept. 30 on these items totaled $26,995,000—compared to $27,987,000 in the same period in 1957. Taxes collected for phonograph records jumped $1 million —from $2,757,000 in 1957 to $3,767,000 in the 1958 period; taxes on admissions to theatres, concerts, etc., also moved upward—from $13,918,000 in 1957 period to $14,395,000 for this period; taxes on admissions to cabarets, roof gardens, etc. slumped—from $11,029,000 to $10,584,000. Total excise taxes from all sources showed a $100 million slump—from $2,842,433,000 in 1957 to $2,746,156,000 this year's period.

other newspapers) and Mid-West Tv Corp. (local businessmen), the two other applicants, also had appealed the grant to Crosley, but both withdrew their appeals—WIRE in December 1957 and Mid-West in January 1958 —in consideration of undisclosed amounts paid by Crosley. The March 1957 FCC grant [AT DEADLINE, March 11, 1957] reversed an examiner's initial decision favoring Mid-West.

Ad Rekindles San Diego Fight

An advertisement in BROADCASTING linking ch. 6 XETV Tijuana, Mexico, with San Diego, Calif., prompted a request for the reopening of an FCC decision permitting ABC-TV to feed its programs to the Mexican station. KFMB-TV San Diego, last week asked the FCC to revoke the Commission's April 22 decision approving the feed of ABC-TV programs to XETV. The San Diego station, which fought bitterly against the Commission action, said that an advertisement identifying XETV with San Diego was "a blatant and outrageous fraud, deception, misrepresentation and imposture upon the broadcast industry . . ." KFMB-TV claimed that the advertisement attempts to "foist" the station upon American advertisers as an American station.

Wins Libel Damages in Oklahoma

Mrs. Pearl Wanamaker, former Washington state superintendent of public instruction, was awarded $7,500 damages for libel by a court in Oklahoma City last week from three Oklahoma radio stations which carried an MBS broadcast by Fulton Lewis jr. in 1956 [NETWORKS, Jan. 16, 1956]. She had claimed Mr. Lewis called her the "ringleader" of a White House education conference he said was "stacked and phony" and mistakenly identified her as the sister of a Communist. The stations were KGWA Enid, KOME Tulsa and KOCY Oklahoma City. She has filed similar suits against other stations.

220,000

cheered WSB-TV tenth anniversary parade

PEACHTREE STREET WAS JUMPING. Never in the history of fun-loving Atlanta had so great a throng turned out for any event. Nearly a quarter-million people came to help celebrate WSB-TV's 10th birthday; to show their affection for WSB-TV stars and appreciation for the programming this station gives them.

This thundering response gives you a more revealing picture of WSB-TV's dominance in the Georgia market. Skillful showmanship teamed with intelligent programming in the public interest has made WSB-TV one of the nation's truly great area stations. Certainly your advertising in Atlanta belongs on WSB-TV.

"White Columns" is the home of WSB-TV and WSB Radio in Atlanta

WSB-TV

ATLANTA

NBC affiliate. Represented by Edw. Petry & Co. Affiliated with The Atlanta Journal and Constitution.

BPA GETS RIVAL MEDIA BRIEFING

- **Delegates also discuss ratings, other radio-tv necessities**
- **Westinghouse's McGannon urges greater stress on promotion**

The competitive spirit was double-edged at last week's third annual Broadcasters Promotion Assn. meeting. It combined the liveliness of friendly intra-organization play with the spirit of not so friendly intra-media fight.

After the smoke cleared, most delegates agreed the convention-seminar at St. Louis' Chase Hotel Nov. 17-19 was the best yet. Organization members returned to their home bases with brand new ideas on a wide range of promotion topics and the conviction that BPA as an organization has come of age.

At Tuesday's business session, BPA members elected Charles A. Wilson, sales promotion and advertising manager of WGN-AM-TV Chicago, as new president (see story, page 88). They also chose Philadelphia as the 1959 (Nov. 2-4) BPA convention site.

The 1958 meet took on a distinct competitive flavor, including speakers from newspaper, magazine, outdoor and station representative fields, headed by Edward A. Falasca, creative vice president of the American Newspaper Publishers Assn.'s Bureau of Advertising. Key speaker at Tuesday's luncheon was Donald H. McGannon, president of Westinghouse Broadcasting Co., who called on radio and tv each to more aggressively promote itself for a respectively greater share of the total national advertising budget.

Among topics explored during the convention, aside from inter-media competition, were ratings, promotion as a key management function, and such bread-and-butter subjects as sales and audience promotion, publicity and exploitation, merchandising and trade advertising.

BPA members were given statistics indicating growth of the organization the past year under Mr. Henry's leadership and prospects for future membership increases. They also were apprised of management's increasing recognition of their role in station policy and operation.

Radio-Tv Dollars in Print • ANPA's Mr. Falasca reported radio-tv spent $14 million in 1956 and over $17 million last year in newspaper advertising to promote their stations and programs. He noted local advertisers allocated $2.5 million in daily newspapers in 1957, which he described as growing competition for radio-tv.

Newspapers provide a good medium for building local station identity and promoting its operation and personalities, he asserted. Mr. Falasca suggested stations spot their ads in special interest sections, such as the women's or sports page, as well as in the radio-tv department.

By and large, Mr. Falasca felt, local station promotion in newspapers can stand a "creative hypo," with tv doing a somewhat better job than radio.

Mr. Falasca said that newspapers render "merchandising assistance" to stations but "steer clear of the word itself." He also claimed that the question of payment for publication of radio-tv logs "has never come up" in the Bureau of Advertising.

A few promotion executives chided Mr. Falasca on the increasingly critical tenor of newspaper columns against broadcasting. One quoted NBC President Robert W. Sarnoff's remarks about newspaper criticism and called for greater harmony among broadcast and print media. Mr. Falasca said he wasn't familiar with Mr. Sarnoff's comments, but felt media have cooperated on several projects and "after all, we are competitors."

Another broadcaster expressed concern over the "bitterness of the tirades of newspapers against our industry. Critics seem bent on defending newspapers at any cost." He added that advertisements he placed were frequently buried alongside the obituaries or adjoining unfavorable comment by radio-tv critics. Mr. Falasca answered: "you're confusing editorial and advertising functions—advertising is strictly a business function."

Mr. Falasca evaded questions about national vs local rates, claiming the Bureau of Advertising is not involved in the issue, and also about whether newspaper cost-per-thousand is up or down from recent years. He also declined to discuss the relative effectiveness of black-and-white vs color advertisements, but remarked, "The retention value of color is simply startling."

Mr. McGannon, of Westinghouse, declared that radio and tv must undertake aggressive campaigns of self-promotion. No longer can the broadcast media expect automatic growth, he said. Broadcasting commanded but 18.8% of the total national advertising budgets last year, he stated, adding that broadcasting and the print media are competing for the same advertising dollar.

Mr. McGannon pointed out that this was why print has become the broadcasting industry's most vociferous critic. He urged broadcasters to use their own sales tools in their own behalf. Mr. McGannon did feel, however, that competition between print and broadcasting could be a beneficial rivalry.

Magazines in the Tv Era • Kicking off the Monday afternoon session was Albert M. Snook, midwest manager of Magazine Adv. Bureau, followed by Steve Libby, publicist with Communications Counselors Inc., and Peter Rahn, radio-tv editor, *St. Louis Globe-Democrat*.

Mr. Snook observed that, despite the "tremendous increase" in tv homes, 1950-57, magazine circulations grew over three times as fast as the growth in U. S. population.

Comparing the pre-tv era of 1946-50 with that period, Mr. Snook pointed out that adult population expanded an average of 1.4 million a year as against 1.1 million for the era of tv's growth. Magazine circulations increased considerably—4.9 million annually. Even during radio's heyday (1933-40), he reminded, magazines jumped about four times as fast as the increase in U. S. population.

Taking 1956, for which the most recent advertising figures are available, magazines claimed 2,278 out of 2,742 national advertisers, with 1,134 in newspapers, 286 in tv, and 160 in radio. Splitting the national ad-

SOCIALIZING in the Edward Petry & Co. suite after a seminar roundtable meeting during the Broadcasters Promotion Assn. convention in St. Louis were several BPA delegates from stations on the sales representative's list. Standing (l to r): Walter Paschall, WSB Atlanta; Andy Amyx, WTVH-TV Peoria, Ill.; Dan Bellus, KFMB-TV San Diego, Calif.; Ray Reisinger, WISH Indianapolis, Ind.; Amos Eastridge, KMTV (TV) Omaha, Neb.; Charles Cash, WSM-TV Nashville, Tenn.; James W. Evans, WSOC-TV Charlotte, N. C.; Tom Sumner, WNEM-TV Bay City, Mich.; Fred Johnson, Petry-St. Louis, and Doug Duperrault, KTBS-TV Shreveport, La. Seated (l to r): Henry F. Hines, WBAL-AM-TV Baltimore, Md.; Montez Tjaden, KWTV (TV) Oklahoma City, Okla.; Robert Hutton, Petry tv promotion manager; Mitchell Krauss, WIP Philadelphia, Pa.; Kirt Harriss, KPRC Houston, Tex. (Not shown but also present were executives from the Corinthian station group.)

These famous imports delivered as a gift from coast-to-coast

Three superb brands—each accepted the world over as best of its kind—each bearing a label that labels *you* a business man of good taste. Take care of your entire business gift problem in one handsome gesture—by having any one or all of them delivered to each name on your gift list! Send coupon below for full information.

SOLE U. S. DISTRIBUTORS, SCHIEFFELIN & COMPANY, NEW YORK

TEACHER'S HIGHLAND CREAM SCOTCH WHISKY
86 Proof
Blended Scotch Whisky

In a class by itself since 1830. It's the Scotch you know is always right because the good taste of Teacher's never changes.

HENNESSY COGNAC
84 Proof

HENNESSY Supremacy is unmistakable—Americans choose it over all other Cognacs combined. Hennessy maintains its unmatched character by drawing on aged Cognac stocks unrivalled in size as well as variety.

MOET CHAMPAGNE

The truly great Champagne of France—from the fabulous, 15 mile cellars of Maison Moet & Chandon in Epernay. An outstanding and memorable gift that will be long remembered.

NOW ONE ORDER SENDS THESE GIFTS COAST-TO-COAST IN A HURRY!

Make your gift shopping *easy*. Send the coupon for order form, price list and full information about this convenient, new service. All gifts delivered gift-wrapped with your card enclosed. Do your Holiday shopping *early*.

Send coupon today!

All Year Liquor Gifts
Dept. 3E
6066 Sunset Blvd.
Hollywood 28, California

Please rush me your order form giving delivered prices and gift delivery information for Teacher's Scotch, Hennessy Cognac or Moet Champagne.

NAME.....

FIRM.....

ADDRESS.....

CITY.....ZONE.....STATE.....

vertising pie in 1956, 70% is in magazines, 24% in newspapers, 5% in television and 1% in radio, according to Mr. Snook's slide presentation. He also suggested that magazines might be a good medium for promotion of regional network programming.

Henry's Keynoter • Monday morning Mr. Henry reported a 20% membership increase in BPA the past year, with 250 members representing 35 states and Canada. He also cited greater recognition extended promotion managers and the organization since its founding two years ago.

Mr. Henry chided those promotion managers "who treat their own field like they had little or no concern for a given promotional project or policy" and for failing "to incorporate a basic idea in their approach to the particular promotion."

Planned broadcast promotion can be "one of the finest weapons" to promote an audience or sales, or both, Mr. Henry said. But it is better to tell management in advance the promotion is unfeasible rather than to mishandle it, he asserted.

Mr. Hurlbut told BPA delegates that "we have to prove our professional prowess," looking toward the day when "at last promotion is regarded as a key management function." A good promotion operation also can be a "key step" for the successful promotion manager toward the general manager's post, he reminded.

Mr. Libby reported on a recent survey by Communications Counsellors, the public relations department of McCann-Erickson, among 1,500 tv editors. It found that over 400 U. S. newspapers now publish special weekly tv sections. He emphasized that "all publicity and promotion are essentially local" and explained devices used by CC (telephone interviews, special photos, exclusive features, etc.).

Mr. Rahn said radio-tv news helps sell newspapers because "it's what the public wants to read," but called on broadcasting publicists to supply more meaty stories. He added that a radio-tv columnist's job would be impossible without media publicity representatives, and felt acceptable copy and creative thinking go hand in hand, whether "talking about programming or promotions and stunts."

Starting Tuesday sessions, John L. Bricker, executive vice president, Outdoor Adv. Inc., cited recent attacks on advertising and felt that "considering the strong socialistic pressures in the world today, it is no accident that advertising should be so frequently singled out, for it is certainly one of the most characteristic manifestations of our free enterprise system." The antidote, he suggested, will require "the same high degree of imagination and resourcefulness that we apply to our selling functions." He claimed a growing realization of the interdependence of all media.

In the past five years, Mr. Bricker declared there has been a "rapidly rising trend" in the use of outdoor advertising as a promotion tool by other media, including radio-tv.

Ratings Critque • A Tuesday morning session on ratings was addressed by Dr. Thomas Coffin, NBC research director, and Robert R. Riemenschneider, media director of Gardner Adv. Co., St. Louis.

A ROUNDTABLE session was included in the promotion workshop held by H-R Television Inc.-H-R Representatives Inc. Monday (Nov. 17) concurrently with Broadcasters Promotion Assn.'s annual convention in St. Louis. Seated around the table (l to r): Mike Schaffer, WAVY-AM-TV Portsmouth, Va.; Don Softness, promotion director for the H-R companies, and Doug Holcomb, WGBI-WDAU-TV Scranton-Wilkes-Barre, Pa. Standing (l to r): Chuck Olson, WREX-TV Rockford, Ill.; Haywood Meeks, WMAL-TV Washington; Wilson Schroeder, WKJG-AM-TV Fort Wayne, Ind.; Len Anderson, WKBH-WKBT (TV) La Crosse, Wis., and James Evans WSOC-AM-TV Charlotte, N. C.

Dr. Coffin predicted three trends—emergence of the "instantaneous ratings, multiplication of rating services in numbers and a growing availability of qualitative data. With various services expanding in market coverage, the station and advertiser will get additional and more frequent checks on program performance. Too, there will be "further confusion and inceasing contention," he observed.

It's still too early for a "definite evaluation of instantaneous ratings," Dr. Coffin asserted, noting activity involving American Research Bureau's Arbitron system the past three months. The fact remains, however, that the "quick reporting of ratings increase their value" to stations and advertisers alike, he asserted.

Mr. Riemenschneider claimed magazines "do a better job than broadcasters in providing us with more qualitative information" on audiences. Age, occupation, sex and other socio-economic factors are important to clients in selling their products, he said, and for that reason "we want to know more about the type of people who are listening and viewing." BPA is performing a valuable function in the area of media selection, "rather than continuing the emphasis of competition within a medium."

Broadcast ratings "can be very useful tools in the evaluation of broadcast media and the audience they reach, but have 'definite limitations,' in influencing media buys," Mr. Riemenschneider declared, pointing out that Gardner planning or purchasing is not based beyond the scope of a rating service's information. What ratings can do, he suggested, is to measure overall size of audience and compare programs, time periods and stations.

The Gardner executive also urged BPA, RAB, TvB, ARB and others to look further into means of extending the increasingly important cumulative audience concept.

Speakers following Tuesday's business meeting were Lon King, assistant vice president, Peters Griffin Woodward; John Stilli, sales manager, KDKA-TV Pittsburgh, and Joseph M. Baisch, general manager, WREX-TV Rockford, Ill. They explored promotion as a key management function.

Mr. King urged promotion managers to pass out a continuous flow of information to all agencies and timebuyers, pointing out station representatives depend on promotion people for various data. Sales promotion, he added, is "no ivory tower job, but a key management function."

The Unrecognized Element • Mr. Stilli stressed that promotion, as the "key" to successful management, "opens the door called dominance." Recognition is long overdue for promotion people, he said.

Challenge to promotion managers was built by Mr. Baisch around the concept of "VIPmanship—video interest promotion and viewer interest professionals," an extension of showmanship. Urging better coordination of promotion efforts to all station levels. Mr. Baisch asserted: "promotion managers must have vision to meet the challenge with a professional approach, and develop and execute missions as a key management man."

Several BPA delegates participated in Wednesday morning's "Let's Swap Ideas" exchange on radio-tv sales audience promotion, publicity and exploitation, merchandising and trade advertising.

Social events during the BPA convention-seminar included receptions by Anheuser-Busch Inc., 15 trade paper publications including BROADCASTING, Gardner Adv. Co. and the annual banquet.

You get better pictures with Du Pont film

The photo above is an actual enlargement of a single 16 mm frame from a newsreel shot on Du Pont Type 931 Film early in the morning after a light plane crash near Portland, Oregon.

KGW-TV counts on 930 and 931

to get the news on the air fast!

Richard Ross, News Director of KGW-TV, Portland, Oregon, says that his station has used Du Pont film for newsreels since it started operations in December, 1956. "Despite some rough assignments, it has never let us down," says Mr. Ross about Du Pont Rapid Reversal Film. "It was certainly a powerful factor in our news programs having been listed by the American Research Bureau as the top multi-weekly news program in several consecutive rating periods.

"One of the reasons we get our news on the air so fast is the rapid drying time of Du Pont 930 and 931. They dry at least five minutes sooner and those five minutes mean smoother editing, more professional treatment of the coverage."

Portland has frequent rains during the winter and spring, with dull skies, early darkness and very poor lighting conditions. "We find that 931 film has the necessary speed, resolution and contrast to make good, usable pictures under extreme conditions. With the added bonus of fast processing, you can see why Du Pont is one of the vital tools in our operation," concludes Mr. Ross.

For more information on Du Pont films for every TV need, contact the nearest Du Pont Sales Office or write Du Pont Photo Products Department, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

BPA ELECTS WILSON PRESIDENT FOR 1959

Charles A. Wilson, WGN-AM-TV Chicago, is the new president of Broadcasters' Promotion Assn. for 1959. He was elected "unanimously" in last Tuesday's convention business meeting—but not without a spirited and sometimes bitter floor fight—and succeeds Elliott W. Henry, press information director of ABC Central Div.

A rival slate was offered against the BPA nominating committee choice of Mr. Wilson, advertising and sales promotion chief of the *Chicago Tribune* radio-tv properties; Gene Godt, WCCO-TV Minneapolis, for first vice president, and James M. Kiss, WPEN Philadelphia, for second vice president. The second slate, offered on the convention floor, included Mr. Kiss as president and John F. Hurlbut, WFBM-AM-TV Indianapolis, and Janet Byers, KYW Cleveland, as first and second vice presidents, respectively. Mr. Henry was not a candidate.

The new officers, aside from Mr. Wilson, are Mr. Godt, first vice president, and Burt Toppan, WTVJ (TV) Miami, Fla. New directors for three-year terms are L. Walton Smith, Transcontinent Tv, Rochester, N. Y.; Austin Heywood, KNXT (TV) Los Angeles; Harvey M. Clarke, CFPL Toronto, and Miss Byers. They replace Robert Moran, WBEL Beloit, Wis.; Joe Hudgens, KRNT-AM-TV Des Moines; Marion Annenberg, WDSU-AM-TV New Orleans, and Mr. Godt.

Also named director was Don Curran, KTVI (TV) St. Louis, to serve on for the remaining two years of the term of Edward M. Morrissey, KIMA-AM-TV Yakima, Wash., who resigned because of the pressure of other duties. William Pierson, WBKB (TV) Chicago, was re-elected secretary-treasurer.

Movement for the Kiss-Hurlbut-Byers slate developed before the BPA convention-seminar started. Spearheaded largely by Bruce Wallace, WTMJ-AM-TV Milwaukee, it was drawn up as an alternative to the Wilson-Godt-Kiss ticket proposed by the BPA nominating committee.

A petition circulated early during the convention explained that a similar slate of candidates "can be downright harmful" and was neither "healthy or democratic." Members should have the opportunity of multiple choices for each of the top BPA posts, the petition explained. The board leaned slightly to the Kiss-for-president slate, according to a consensus of its members. The petition promised nominations from the floor, which materialized at the elections Tuesday.

BPA members chose Philadelphia over Chicago for the 1959 convention Nov. 2-4 (probably at the Sheraton Hotel) and approximately mid-November for the 1960 meeting.

Membership committee reported that 71 new memberships were gained since January, including 64 voting, three affiliate and four associate members. Mr. Hurlbut also reported BPA hopes to complete a success story file project with help of station management in 1959. It would show what percent of gross sales in radio-tv are devoted to promotion.

NEW BPA PRESIDENT *Charles Wilson, WGN-AM-TV Chicago, is flanked by the association's new Second Vice President Burt Toppan (left), WTVJ (TV) Miami, and First Vice President Gene Godt, WCCO-TV Minneapolis.*

NAB Fm Committee Optimistic, Maps Out Monthly Publication

The fm industry is enjoying a "bullish climate," judging by the views of NAB's Fm Committee.

Even the word "boom" was bandied about at intervals during an all-day session of the committee, held Nov. 18 at NAB Washington headquarters. The committee was impressed by the steady increase in the number of applications for fm station permits.

Ben Strouse, WWDC-FM Washington, committee chairman, said there are now 565 commercial fm stations on the air compared to 533 last year. Fm set sales will top 500,000 in 1958, he added, estimating the total number of receivers in the nation at 14 million.

One of fm's toughest projects, development of fm auto set circulation, is showing slow progress. About 5,000 cars in the Chicago-Milwaukee area are described as having fm sets.

A new monthly publication, *FM-PHASIS*, will be produced for NAB fm members. It was proposed by John F. Meagher, NAB radio vice president, and will keep fm broadcasters informed of latest developments in the medium.

The Fm Committee was told by FCC Comr. Robert E. Lee and Kenneth W. Miller, U. S. Conelrad supervisor, that fm radio is vital to the nation in defense, weather and other emergencies. The committee set up a format for fm programming during the 1959 NAB convention (March 15-19, Conrad Hilton Hotel, Chicago). Richard M. Allerton, NAB research manager, reported on fm growth.

Committee members attending the session besides Mr. Strouse included William B. Caskey, WPEN-FM Philadelphia; Raymond S. Green, WFLN-FM Philadelphia; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Merrill Lindsay, WSOY-FM Decatur, Ill., and C. Frederic Rabell, KITT-FM San Diego.

BROADCASTERS RISE IN SIGMA DELTA CHI

- **Jim Byron to be president**
- **Eric Sevareid named fellow**

James A. Byron, news director of WBAP-AM-TV Fort Worth, last Friday was nominated for the presidency of Sigma Delta Chi, national professional journalism fraternity.

Election of new officers and executive council members was to be held Saturday (Nov. 22) during the fraternity's annual convention in San Diego.

Assuming Mr. Byron's election, he was to become the first broadcaster to head the fraternity, which represents all facets of journalism, in its 49-year history. V. M. (Red) Newton Jr., managing editor of the *Tampa* (Fla.) *Tribune* (WFLA-AM-TV), was nominated for vice president in charge of professional affairs, equivalent to the first vice presidency, thus placing him in line for the presidency in 1960.

MR. BYRON

MR. SEVAREID

Mr. Newton is chairman of the fraternity's Freedom of Information Committee and has been a vigorous critic of secrecy in government.

Mr. Byron, upon election Saturday, was to succeed Robert J. Cavganaro, San Francisco general executive of the Associated Press.

In recognition of their contributions to journalism, three newsmen were nominated last Thursday for election as fellows of Sigma Delta Chi. They are Eric Sevareid, chief of the CBS news staff in Washington, for "his distinguished commentaries over the years on national and international affairs and the brilliance of his depth reporting and analyses"; Willard M. Kiplinger, editor of the Kiplinger Washington letters and of *Changing Times* magazines, for his "pioneering of the newsletter field as a journalistic pursuit," and as a commentator on the national scene; and J. N. Heiskell, president-editor of the *Arkansas Gazette*, Little Rock, for his "courageous coverage and forthright editorials during the school crisis in Little Rock."

In connection with the observance of the fraternity's golden anniversary next year, a series of programs dealing with the fundamental freedoms in news gathering and dissemination will be developed by CBS for both radio and television.

Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, advised the fraternity's executive council of his network's decision at the council meet-

"Ad Age has been my weekly refresher course for 12 years..."

says **IRWIN H. ROSEMAN**
Advertising & Sales Promotion Director
Exquisite Form Brassiere, Inc.

"For those who would keep pace with the swift flow of events in advertising—let alone find opportunities for leadership—prompt and detailed information on new developments, new ideas, is essential. In every issue, Advertising Age succeeds in combining the speedy news report with the depth coverage that keeps us in school, as it were, learning and growing week by week."

Advertising professionals know that making the marketing grade—and keeping it—requires a constant awareness of the news and trends in the advertising-marketing sphere. So, whether they're concerned with hard goods, soft goods or services, you can be sure that most of the executives of importance to you depend on Advertising Age. For Ad Age's immediate and penetrating coverage provides a "weekly refresher course" for the admen who *influence* as well as those who *activate* broadcast decisions.

Exquisite Form Brassiere, Inc., for example, devotes a major portion of its ad budget to television. A leader in its field, this brassiere manufacturer launched its heaviest spot tv campaign during the summer of 1958. Spot tv time appropriations for the first six months of this year alone totaled $1,046,600, a substantial increase over the $634,190 spent for the same purpose during the preceding twelve months.*

Every Monday, market-interested executives at Exquisite Form turn to Ad Age to keep posted on the developments affecting them. Altogether, Ad Age covers this important advertiser and its agency, Grey Advertising, with a total of *131 paid-subscription copies each week.*

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

**Television Bureau of Advertising, Inc.*

IRWIN H. ROSEMAN

Mr. Roseman came to Exquisite Form Brassiere, Inc. in 1955 as sales promotion director, and the following year assumed full charge of its advertising and public relations as well as sales promotion. Before joining the brassiere concern, he had been sales promotion manager for the Bulova Watch Co., and prior to that, advertising manager for the International Latex Corp.

Exquisite Form, Mr. Roseman believes, is a pace-setter in its market because of the application of hard goods selling and merchandising techniques to its product. Among the company's packaging innovations has been a Twin-Pak developed by Mr. Roseman to encourage multiple-unit sales.

Outside the business world, Mr. Roseman contributes time to directing a little theatre group in Roslyn, Long Island, and also is active in civic and school activities in that community.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

Seventh-day Adventists like to—

Get The Facts

A story we read the other day painted conservative Protestants (fundamentalists if you will) as a semi-literate, highly emotional type, fanatically devoted to faith without facts.

Nothing could be further from the truth so far as Seventh-day Adventists are concerned. This Christian group is committed to a concept of faith supported by knowledge. Here are some specific points:

1. Three times as many Seventh-day Adventists are college graduates as compared with the general population.

2. By occupation, Adventists tend to be professional people, skilled artisans, foremen.

3. It is characteristic of the church to research important questions of faith and practice. For example—

The Revised Standard Version. Rather than crying out emotionally against the new version, Adventists assigned a group of scholars to look into the RSV, came up with a valuable, analytical report, documenting points of disapproval, points of agreement.

Creationism vs. Evolution. In this, Darwin's centennial year, Adventists have a scientific commission at work exploring the case for creationism.

Man in Death. A three-to-five-year study is under way on the history of man's thought regarding death.

Bible Prophecy. A twenty-year study of man's thought on the prophecies of the Bible has yielded a four-volume treatise, commended by liberal, conservative, Protestant, Jew and Catholic.

Adventists do look for the facts. Religion, they believe, should be more than an emotional experience, for religion embraces all of man's environment and existence. Man must know as well as believe.

For a 125-page, thumb-indexed reference volume on the Seventh-day Adventist Church, write:

Seventh-day Adventist Information Services

★

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

1

ing last Thursday. Mr. Mickelson also was the principal speaker at the convention's radio-television luncheon last Friday.

S. Calif. Station Execs Hear How to Aid Admen

How radio stations can help advertising agencies produce more business for them was the theme of the Southern California Broadcasters Assn. meeting held Thursday (Nov. 20) at the Hollywood Roosevelt Hotel.

The session marked the first media presentation of the Western States Advertising Agencies Assn. following the agency group's adoption of a media relations program earlier this fall [TRADE ASSNS., Nov. 3]. A four-man delegation headed by WSAAA President Rod Mays utilized such radio aids as a taped (simulated) newscast and a soap opera script in presenting the message to station operators that "your sales staff gets the business our creative staff originated."

Jack Johnstone of Guerin-Johnstone-Jeffries, in explaining "how the agency's 15% creates 85% for radio," presented a hypothetical case history of an agency's research activities discovering a new use for an outmoded product, opening a new market for it and using saturation radio to reach this new market.

Douglas E. Anderson, Anderson-McConnell, reported on his agency's development of the "Every Day's a Special Day At—" campaign which, after seven presentations to as many foodstore chains, was adopted by Thriftymart and has since poured thousands of dollars into radio in Southern California. Reporting that the agency spent $5,000 to develop the presentation, Mr. Anderson stated that most agencies, including his own, can't pioneer many campaigns like that on their 15% media commissions. But, he declared, with the help of the broadcasters, the agencies can bring revenue to radio from many types of businesses which in the main are ignoring this medium.

Stan Brown, General Adv. Agency, in another case history gave the other side of the story: an actual but unidentified moving and storage company which should use radio but is not because of an unfortunate experience when a lot of money was spent for the wrong time on the wrong station for this service, convincing the company that "radio is no good for us." He urged broadcasters to give agencies the true facts and not to "try to shove a lot of fancy figures down our throats."

Concluding the session, Mr. Mays noted that advertising agencies are in the best position to make media presentations to advertisers. "If you will sell the agencies on radio and on your stations, we'll sell the clients," he stated.

SCBA has appointed a three-man committee: Calvin J. Smith, KFAC; Robert Purcell, KFWB, and Terry Mann, KHJ, all Los Angeles, to work with the media relations committee of WSAAA.

WESTERN AGENCYMEN ANGRY WITH SWEENEY

- **Cite RAB retailer pitch**
- **Protest bypassing agencies**

Kevin Sweeney, president of Radio Advertising Bureau has an angry letter in his mail this morning (Nov. 24).

The board of directors of the Western States Advertising Agencies Assn. in a letter addressed to the RAB board, with copies to all radio stations in western metropolitan markets (and to advertising trade publications), is their response to a talk Mr. Sweeney made to the Sales Promotion Convention of the National Retail Merchants Assn. In his talk Mr. Sweeney was reported to urge retailers to turn their advertising dollars over to RAB to conduct a radio campaign for them and to bypass agencies which, he said, aren't equipped for the job.

The WSAAA letter said in part:

". . . This is a surprising statement to come officially from an industry that has grown to its present stature within the framework and as a direct result of the creative effectiveness of the advertising agency system. Radio of the thirties and forties existed on agency-produced programs. Radio of the fifties exists on agency-produced commercials. Probably no advertising medium in the nation owes more to the agency system than radio. Outside the radio industry itself, there has been no bigger hand in developing the value of the franchise you possess than the hand of the advertising agency. We now witness the spectacle of Mr. Sweeney biting that hand because it has not delivered as much of one segment of advertising as he would like to have. As a result, he has proposed that the RAB assume the functions of the advertising agency: in the placement of time, the creation of copy, and in merchandising collaboration with the advertiser. Furthermore he is willing to pay for the privilege—on a two for one basis, and to the tune of $64,000.

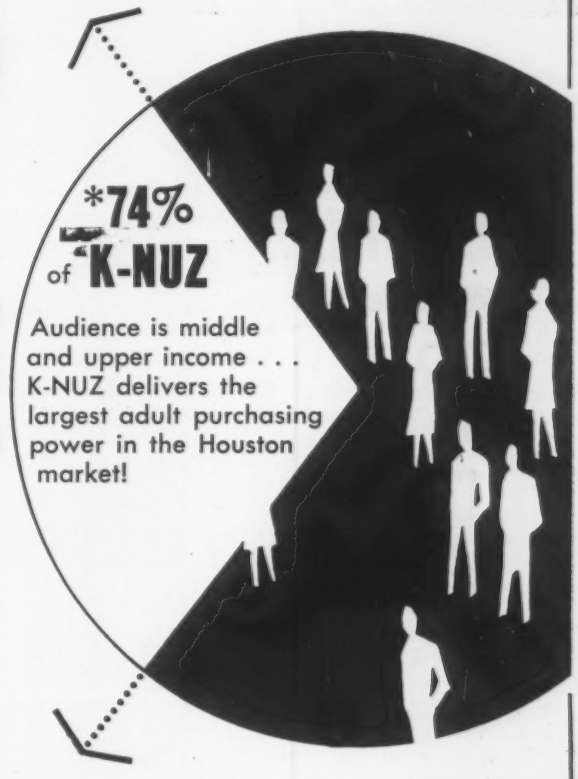
"If the RAB wants to pay $64,000 to increase its share of department store advertising, I suggest that it pay the money to the people who have always delivered the goods, namely the advertising agencies. Sweeney himself says the agencies aren't being paid enough by the normal 15% commission to handle department store accounts. All right, put up a worthwhile premium commission—a percentage paid by RAB in addition to the regular station commission payments—and agencies will go out and get you the business you want. What's more, they'll get it for you permanently. Sweeney's plan won't. Plans like his for radio to capture department store business were falling on their face before there was an RAB . . ."

Maine AP Users Organize

Radio-tv station subscribers to Associated Press have formed a new association, Maine Associated Press Broadcasters. Frederick Gage, WLAM Lewiston, was elected president; Elden H. Shute Jr., WKTQ South Paris, vice president, and W. C. Langzettel, AP Portland bureau, secretary.

Another 1st for K-NUZ

7 DAY a WEEK PROGRAMMING



Beamed at the Buying ADULT AUDIENCE . . . SOLD by Proven Air Personalities!

*Special Pulse Survey (Apr.-May, 1958) Nielsen (June, 1958)

Week ends or weekdays, every day is a good day to merchandise your product on K-NUZ. Now . . . Monday through Sunday—every day at the same time—radio's top showmen entertain and sell the No. 1 growing K-NUZ audience!

K-NUZ has the No. 1 nighttime audience, too! The entire staff of DJ's take over an hour each throughout the night from 12 Midnight to 6 AM, keeping K-NUZ Houston's most wide awake, most listened to—all night radio station.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS AIMS

STILL THE LOWEST COST PER THOUSAND BUY

Kay-News K-NUZ Radio Center Houston's 24-Hour Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle
Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

WMBD

FIRST
with
HI-FI
RADIO

All day—everyday WMBD Radio broadcasts over a new 5000 watt HI-FIDELITY radio transmitter, making WMBD RADIO, "THE BEST SOUND IN TOWN". A powerful, distortion free signal for more than half million people in the 16 county Peoria trading area.

FIRST
IN MEASURED
QUARTER HOURS

WMBD's continuing leadership in the rich PEORIA market for more than 31 years is demonstrated by the fact that they are FIRST in 41 out of 72 measured quarter hours, more than all of the other Peoria stations combined. Pulse 1958.

WMBD MARKET DATA

Population	531,900
Households	165,000
Retail Sales	$725,261,750
Food Sales	$142,488,750
Drug Sales	$ 17,826,250
Effective Buying Income	$991,150,000
Income per Household	$ 6,007

EXCLUSIVE
NATIONAL REPRESENTATIVES
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

GOING TO TOWN IN THE COUNTRY

Country and western music provides "one of the hottest advertising tools in the media field," according to Ray Morris, advertising manager of Pet Milk Corp.

Actual sales of Pet Milk products and successful promotions provide evidence that radio programming of this type is moving merchandise off retailers' shelves, Mr. Morris told the seventh annual National Country Music Disc Jockey Festival in Nashville.

The assembly of country-western personnel filled all the hotels around the Tennessee capital as WSM was host to more than 2,000 delegates. The proceedings opened Friday morning (Nov. 21). Major record companies were represented by exhibits and hospitality suites.

Mr. Morris said Pet Milk sponsorship of WSM's *Grand Ole Opry* on 200 stations over Keystone Network facilities was based on the large number of listeners reached, their loyalty to country and western music, and the high believability factor that marks the reception of commercials.

Grand Ole Opry observed its 33rd anniversary Nov. 22 (Saturday) with a broadcast attended by delegates in historic Ryman Auditorium.

John H. DeWitt Jr., WSM president, welcomed delegates at the opening session Nov. 21. He traced growth of *Grand Ole Opry* and the recent increase in popularity of this type of music.

Describing the program as a basic selling tool, Mr. Morris said it has universal appeal, particularly in smaller communities and non-urban areas where there is a great potential market for Pet Milk products. Listener loyalty helps bring an attentive ear to the music besides lending believability, he said, adding the loyalty can be directed to personalities or to type of program or both.

Country music programming inspires greater loyalty than most other broadcast types, Mr. Morris added, since it creates a favorable mood. He said a cookbook offer, a difficult type of premium, drew over 15,000 requests from *Grand Ole Opry* listeners. A talent contest last May was effective, he added, with sales showing a sharp increase in areas where the program is broadcast. Pet Milk plans a second talent contest next year.

Matthew J. Culligan, executive vice president in charge of the NBC Radio Network described benefits of network programming blended with the service offered by radio stations. He arranged shortwave tieups with NBC correspondents in London, Berlin and Tokyo. They told the convention about growing popularity of American country music abroad. Roy Acuff, *Opry* star, spoke from Munich, Germany, by direct link.

Connie B. Gay, head of Town & Country Network, outlined the growth of country music and its place in broadcasting's future.

The weekend program included panel discussions, entertainment features and a series of receptions.

A highlight was the celebration of the "1,000th anniversary" *Opry* program on NBC Radio Network under sponsorship of Prince Albert pipe tobacco. Other portions of the weekly four-hour broadcast are sponsored in segments.

Nashville has become the home of western and country music, described at the convention as a $50 million annual business. The city is second only to Los Angeles as a recording center. WSM's talent agency makes an average of 3,500 unit bookings a year for the large cast.

TvB Passes $1 Million Budget, Hears Shanks Extol Television

A budget of "just under" $1 million was approved by the Television Bureau of Advertising board of directors last Thursday (Nov. 20) for the activities of TvB during 1959.

Action on the budget came on the eve of the bureau's fourth annual membership meeting at the Waldorf-Astoria Hotel in New York Friday. The board also voted to open a branch office in Chicago to supplement the work of New York headquarters and a branch in San Francisco.

Four staff members of TvB were named to vice presidencies by the directors. The officials and their new titles are: George Huntington, vice president and general manager; John Sheehan, vice president in charge of sales; Howard Abrahams, vice president in charge of retail sales, and Dr. Leon Arons, vice president in charge of research.

More than 200 members of the bureau, as well as advertiser and retail executives from various parts of the country, attended the meeting Friday.

The key speaker was Carrol M. Shanks, president of The Prudential Life Insurance Co. of America, Newark, who paid tribute to television for helping to establish a favorable corporate image of the company. He noted that Prudential invests 69% of its national advertising dollars in television, and added:

"For one thing, television effectively covers all the well-populated regions of the United States and Canada—the same territory in which the majority of our agents operate. And tv brings our message right into the home where we do most of our selling; ours is basically a family product."

Mr. Shanks reminded that in the past, Prudential has sponsored *You Are There* and *Airpower* and currently places *The Twentieth Century* on CBS-TV.

Edward P. Engle, manager of sales promotion, National Retail Merchants Assn., told the meeting that until the advent of TvB, retail stores were reluctant to use television because it was "a new and untested medium, in which old guide lines no longer held." In turn, he observed, tv stations often were unfamiliar with retail operations, and this lack of knowledge on both sides led to a "serious breakdown in communications and understanding of each other's problems." TvB's retail department, Mr. Engle said, has made a significant contribution to retailing by helping stores use tv more effectively.

TeleFrance to Market Tv Commercials in U.S.

Organization of TeleFrance to market in the U. S. the tv film commercials produced by Andre Sarrut of France was announced last week by Fred A. Niles, president of the new company which is a subsidiary of Fred A. Niles Productions, Chicago. Mr. Sarrut is a major producer of tv commercials and theatre advertising films for the European market and has made commercials for major American advertisers to use abroad for several years. These include Procter & Gamble, Lever Bros., Colgate-Palmolive, Standard Oil and Shell.

Other principals in TeleFrance include Marvin Frank, president of W. B. Doner Adv., Chicago, as treasurer and Aaron D. Cushman, head of his own Chicago public relations firm, as secretary. TeleFrance holds the U. S. franchise for film commercials in the U. S. produced by Mr. Sarrut and his production firm, S.A.R.L. LaComete, Neuilly-Sur-Seine, France. He also heads Les Gemeaux S. A., animated cartoon producer. His tv commercial output now goes principally to England, Germany and Italy. His firms claim 10% of all film export from France today.

Sarrut commercials already in the U. S. include one for Manor House coffee through Earle Ludgin Co., Chicago, and another for Holsum bread through the New York office of W. B. Doner Adv. Newest is one for Petro Solar-Therm, home fuel oil product of Petroleum Heat and Power Co., Chicago, breaking today (Nov. 24).

Messrs. Sarrut, Niles, Frank and Cushman were in New York last week to introduce the commercials to agencies and advertisers. Mr. Sarrut, who flew by commercial jet transport, pointed out that jets make Paris and his studios as handy to Madison Ave. as Hollywood "and much more interesting."

Columbia Has $5 Million Loss But $12.1 Million Boost in Tv

Columbia Pictures Corp. last week reported a gain of $12.1 million in film rentals including tv film series and feature films for the fiscal year ended June 28. However, the studio's fiscal year closed out with an all-inclusive loss of $4.98 million (due to unabsorbed studio overhead, abandoned story material, etc., arising out of the industry trend to independently-produced films) which President Abe Schneider said would be carried forward against future taxable income. Net earnings of $2.25 million were reported for the fiscal year.

Columbia's Screen Gems Inc. tv subsidiary "completed another year of heartening progress, to add measurably to the gains it has recorded during each year since its founding only 10 years ago," the report said. It pointed to Columbia's distribution rights to some 500 Universal-International films, sale of six new 30-minute network tv shows plus renewals, bringing the total number of Screen Gems shows now on the air to 14. Also, SG reports broadening of foreign business with the opening of Paris and Melbourne offices to supplement those in Great Britain, Canada and Mexico (plus the Columbia exchanges in the Far East). Outside of the U.S., there are 24 different SG packages being seen in 24 countries, the report adds.

The consolidated balance sheet shows that for the fiscal year just ended, $6.86 million was earned from installments on tv contracts due within one year (as against $3.32 million reported for the period ended June 28, 1957). Columbia notes that for the fiscal year just ended it adopted the practice of accounting for tv income—except for newly-produced tv films being released for the first time—by recording, as of the date signed, the entire income from an exhibition contract. However, Columbia points out "provision is made for shares to independent producers and any other costs or expenses to be incurred in fulfillment of the contract. The net addition to earnings for the year as a result of this change was approximately $1.9 million. Income from new film series released for the first time has, as heretofore, been recorded as billings are made over the term of a contract."

Negro Tv Series Asked To Boost Export Sales

A U. S. film exporter last week volunteered to underwrite in part a tv series which will emancipate the Negro from the accustomed role of servant—if for no other reason than to add some "excitement" to tv programs now being shipped abroad.

Such a move, Paul Talbot, president of Fremantle International Inc., said, would help maintain U. S. sales supremacy overseas which now is being seriously challenged by "considerable clamor" for indigenous programming.

Mr. Talbot, speaking before the International Advertising Assn. on Thursday (Nov. 20), scored as shortsighted the argument of U. S. film makers that to build a tv series with and around Negroes might result in a southern boycott. "This may well be true, but for every dollar lost below the Mason-Dixon line there are two across the Atlantic and on the other side of the Pacific. I will go further and say that my own company will back an appropriate series which features Negroes as an important part of the dramatic story to the entire portion of the budget which the South represents in exchange for an opportunity to distribute overseas."

A different sort of challenge was put to U. S. tv film firms by Thomas W. Hughes, president of National Export Advertising Service Inc., New York, an advertising agency whose Latin American client budget runs 41% in tv, 52% in radio and 9% in press media. Mr. Hughes said that too many film shows dubbed in Spanish are unreasonably priced by U. S. standards and in many cases cannot be accommodated in export budgets. Latin American advertisers, he said, are used to extremely low rates.

The third speaker at the luncheon was Ernesto Balleste, export advertising manager of the Gillette Safety Razor Div., Gil-

"JAXIE" says...

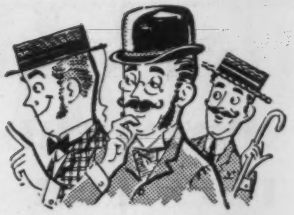
"SPOTS ARE TOPS FOR TEXIZE"

Texize, another fine prestige advertiser, chooses WFGA-TV to carry its advertising message to the booming North Florida-South Georgia market. For a solid year, Texize has been one of the "Jaxie Station's" heaviest spot advertisers, using daily saturation to sell its fine all-purpose cleaner in this rich $1½ billion market. "Jaxie" is proud to have Texize and the Henderson Advertising Agency of Greenville, S. C. on its growing list of prestige advertisers.

Basic NBC and selected ABC programming

Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION



TIP of WEEK
for
SMART BUYERS

Going up and crazy, man! Our stock market tip this week is Minute Maid (that's orange juice) selling around 16½ on the big board. And you smart time buyers will be wise to check these top-rated Hooper and Pulse stations of the Rahall group, from New England to Florida.

WKAP
ALLENTOWN, PA.

Again #1 Pulse September, morning and afternoon. Check the afternoon show 4 to 6 p.m. with Dopey Duncan live and George Stahl at the organ.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashua markets. Try the afternoon show with Norm Bailey 4:30 to 5:45 p.m.

WTSP
ST. PETERSBURG-FLA.

5000 watts, top Pulse station in the St. Pete-Tampa markets. The only full time independent in the fast growing St. Petersburg-Tampa area.

WWNR
BECKLEY, W. VA.

As usual, #1 Hooper, morning, noon and night. Reach this rich market with Big Al Sahley 3:30 to 5:30 p.m. on the "Going Home Show".

WNAR
NORRISTOWN, PA.

Top Pulse in the rich Montgomery County market. Afternoon show 3 to 5 p.m. "Juke Box Jamboree" with Buddy Brode.

•

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

lette Co., who told of his firm's overseas sponsorship problems. Gillette in Latin America spends 30% of its budget in tv—99% of this in sports, the balance for such shows as *Gunsmoke* and *Cavalcade of 1,000 Pesos* (Mexican equivalent of *$64,000 Question*). The bulk of Mr. Balleste's talk was devoted to Gillette's sponsorship of sports over the Cuban CMQ Network—involving the first regular use of Stratovision to transmit Gillette-sponsored U. S. baseball game coverage direct to Havana, after having to "make do" with an intricate system of shipping kinescopes from Miami to Havana in "4½ inning takes."

Caribbean Networks Inc., station representative, which directed last week's luncheon session, made available a world tv fact-sheet. It found that between August 1956 and August 1958, worldwide (excluding U. S. and Canada) stations had jumped from 230 to 566 and that tv homes had grown from 9.7 million to 21 million. Of the 566 stations, 404 are commercially operated, reaching 16,277,600 homes and a potential 501,208,045 consumers. The largest tv growth was recorded in Europe where stations jumped from 157 to 442 tv homes from 8.4 million to 16.8 million.

Feiner Brings Second Claim Against C&C for Commission

A damage suit has been brought by ex-salesman Richard Feiner against C & C Films Inc. to recover his share of an alleged $400,000-potential commission pool in barter-tv film sales—but it is not the first such complaint against C & C, it was learned last week. A similar action was filed in the same New York Southern District Federal Court last January by another former C & C salesman, Jerome Weisfeldt. The latter case is now ready for hearing.

In its answer to the Weisfeldt suit, C & C denies that the purpose for which the salesman was hired involved licensing motion picture films to tv stations "in consideration for a certain number of television 'spots' per day." No answer has been filed yet to the Feiner complaint.

Mr. Feiner says he was hired by C & C in February 1956 at a salary of $20,000 plus commissions and expenses but was fired "without due cause" in October 1957 before he collected his share.

ITC to Handle Tv Film Series Based on 'Satevepost' Stories

Plans to distribute a series of tv films based on stories originally in *The Saturday Evening Post* were announced last week by Independent Television Corp., which has effected a partnership with Curtis Pub. Co., copyright holders, and Robert J. Enders Productions Inc., Washington, D. C., which already has 18 of the first 39 films "in the can."

Though some "Satevepost" material has already been transplanted to tv—notably ITC's "Tugboat Annie" series—this latest deal will provide tv with the magazine's "almost limitless supply of short fiction," ITC President Walter Kingsley noted last week.

United Artists Promotion Drums Dedicated to UA-TV Sponsor Use

Old-fashioned movie drumbeating techniques will be applied to the promotion and sale of United Artists Television Inc.'s five new tv film series, it was announced last week in New York. UA-TV President Herbert T. Golden and Executive Vice President Bruce G. Eells Tuesday (Nov. 18) said the parent company's theatrical film publicity-exploitation department would lend the force of its 100-man "army of specialists" to any advertiser signing for the UA-TV film product and that for "the first time in tv history" such sponsors will have a "ready-made network" of promotion experts at 33 theatrical film exchange offices from coast to coast.

Roger H. Lewis, the parent company's national director of advertising-publicity-exploitation, helped explain the new promotion service. Where sponsors of tv film series now on the air are forced to hire outside public relations firms or merchandising specialists who in turn must dispatch their people to the local market for special promotion, UA's plan enables the sponsor to take advantage of an already-established and operating system.

To date, UA-TV has been aiming for the spring replacement market with its video series, three of which are currently being shot, two others being in the preparatory stage. Now in production are *The Troubleshooters* with Keenan Wynn and Bob Mathias, *International Airport* with Lee Bowman, and *Hudson's Bay* with Barry Nelson. Upcoming is *The Dennis O'Keefe Show* and scheduled for the cameras in January is *The Vikings*.

Meanwhile, UA (parent) last Wednesday (Nov. 19) reported an 11% increase in net earnings for the first nine months of 1958 over a like 1957 period. Of a worldwide gross of $61.6 million for the January-September period, net earnings came to $2.6 million as against $2.3 million for 1957's first nine months. The increase also represents UA-TV income from the sale of theatrical films to tv stations—understood to be in excess of $180,000 net.

Tv Week Proves Success; National Figures Salute

Observance of National Television Week, which ended Nov. 22, far surpassed the promotional impact of past years, judging by a scanning of network and station participation and the support given by civic and educational organizations.

President Eisenhower saluted the medium in a special Television Week message, calling it "an almost universal necessity" in the national scheme.

The President's complete statement follows:

"National Television Week presents a special opportunity to our people to acknowledge the great influence which this medium brings to bear upon the nation.

"The television set has become an almost universal necessity in our lives. In the American living room it brings both entertainment and a knowledge of news events and personalities of our time. In our classrooms it is becoming an important piece of teaching equipment. In business and industry it has useful applications. Obviously it has become an instrument of great influence in America.

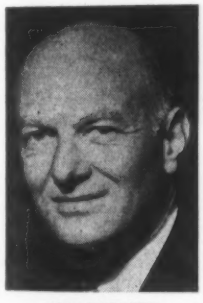
"It is my pleasure to send my congratulations and best wishes to those who are responsible for the programming and production of television in America."

Arthur S. Flemming, Secretary of Health, Education & Welfare, said tv "has achieved a great deal in making available to millions of people a wide diversity of information and entertainment. . . ." He said "current successes" in the field of educational programming, and the "imaginative planning that is now in progress give high promise of a fertile future."

Chairman Oren Harris (D-Ark), chairman of the House Interstate & Foreign Commerce Committee, called the American tv system "the best and freest yet devised," pointing to "its potential for the future welfare of this nation and other nations."

Barrett in Katz Tv Development

Halsey V. Barrett, for the past three years with Television Bureau of Advertising where he was director of national sales, has been named manager of new tv business development at The Katz Agency Inc., station representation firm. His appointment is being announced today (Nov. 24). Mr. Barrett reports to Scott Donahue, vice president in charge of tv sales. Mr. Barrett in 1952-54 was eastern sales manager of Consolidated Television Sales, a former film distributor; was spot sales manager for the old DuMont Television Network, 1948-51; member of the Eisenhower Television Plans Board, 1951-52, and promotion manager for CBS-TV, 1947-48.



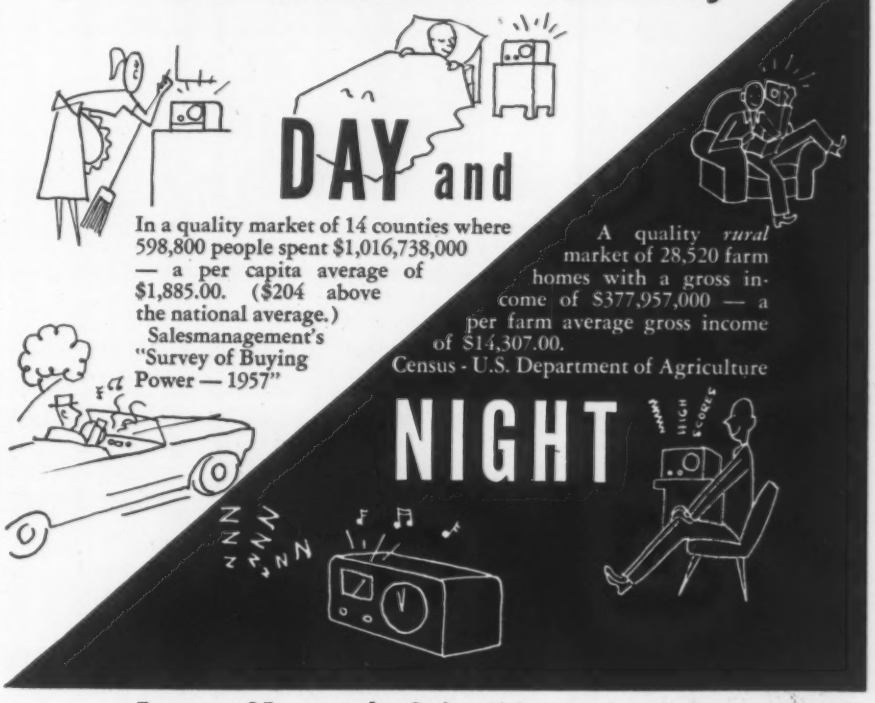
MR. BARRETT

TAXES

Your Energies To A Useless Degree

to search for any better TV program or spot buys than those offered to you by KJEO-TV, the all-family TV Station in the billion dollar rich Fresno and San Joaquin Valley. Don't hesitate, act now, call your nearest H-R man for FREE information on how you too can be a hero! Give your clients INCREASES in sales at LOWEST cost per thousand on KJEO-TV!

The Sound of Quality


DAY and
In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"
A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture
NIGHT
HIGH SCORES

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

All three, working together to achieve the most efficient transaction —the Seller, the Buyer, and Blackburn and Company. It is this complete cooperation that makes every Blackburn and Company transaction successful.

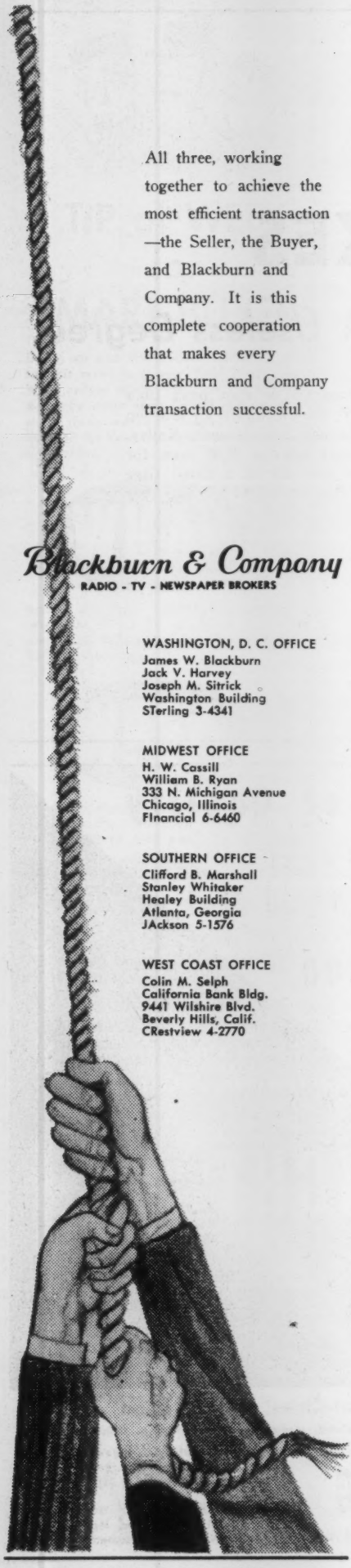
Blackburn & Company
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval. For Commission sale approvals of last week, see* FOR THE RECORD, *page 109.*

KFRE-AM-TV, KRFM (FM) FRESNO, CALIF. • Sold to Triangle Publications Inc. by Paul Bartlett, William C. Crossland and others for in excess of $3 million. Triangle Publications, owned by Walter H. Annenberg and family, publishes the *Philadelphia Inquirer, Tv Guide,* and other publications and owns WFIL-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona, WLBR-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y., and WNHC-AM-FM-TV New Haven, Conn. Triangle sold its 50% interest in WHGB Harrisburg, Pa., to Herbert Kendrick for $75,000 [AT DEADLINE, Sept. 29].

It was announced that there would be no change in the KFRE stations' personnel or operating policies. Ed Frech will continue as manager of KFRE-TV and Robert Klein as manager of KFRE. Howard Stark acted as broker in this sale for Triangle Publications. KFRE-TV operates on ch. 12, and the FCC is currently considering the possibility of deintermixing Fresno to an all-uhf community. The other two Fresno tv outlets, ch. 47 KJEO (TV) and ch. 24 KMJ-TV, have suggested that more vhf channels be allocated to Fresno instead.

KFRE is on 940 kc with 50 kw. KRFM (FM) is on 93.7 mc with 68 kw. KFRE-AM-TV are affiliates of CBS.

Triangle last week also purchased Television Digest Inc., publisher of the Washington trade newsletter *Television Digest with Electronic Reports* and *Television Factbook.* Former Publisher-Editor Martin Codel continues as associate publisher, although it's understood he will not devote full time to that function.

KBET-TV SACRAMENTO, CALIF. • Sold to Corinthian Broadcasting Co. by Sacramento Telecasters Inc., William Wright and sons, John H. Schacts, and others, for $4.55 million [CLOSED CIRCUIT, Oct. 27]. This will be Corinthian's fifth tv outlet, its fourth vhf. Other Corinthian stations: KOTV (TV) Tulsa, Okla., KGUL-TV Houston, Tex., and WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis, both Indiana. WANE-TV is the uhf station. Corinthian stations are owned or controlled by J. H. Whitney & Co. (including Ambassador to Great Britain J. H. Whitney, 48.5%, Benno C. Schmidt, 12%, C. Wrede Petersmeyer, 6%, in charge of broadcasting). KBET-TV is on ch. 10 and is CBS-TV affiliate.

Storer Nine-Month Profit Cut By Total Write-Off of WVUE (TV)

Losses suffered by Storer Broadcasting Co. through closing of WVUE (TV) Philadelphia-Wilmington brought down the company's nine-month net profit to $264,782, President George B. Storer disclosed in a letter to stockholders. The entire WVUE loss of $4,709,063 was written off in the third quarter. Storer paid $7,159,000 for WVUE and WIBG Philadelphia.

"The company's future earnings will not be subject to the drain of WVUE losses and we have been able to recapture $2,448,713 of the reserve for federal income taxes which had previously been established," he said.

"As a result of this credit from our income tax reserve, your company enjoys the best financial condition in its history. Cash and government income tax notes and bonds on hand of $6,259,121 plus other current assets give it a net working capital of $6,110,086 as of Sept. 30."

A regular quarterly dividend of 45 cents per share was declared, with 6 cents on B common, payable Dec. 15 to stockholders of record Nov. 28.

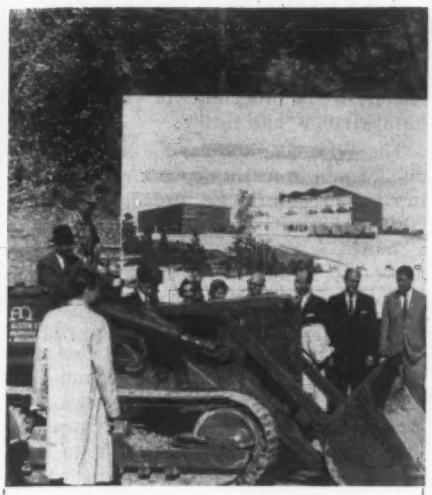
WIBG Philadelphia is the largest and fastest-growing of the seven Storer radio stations, Mr. Storer said, adding that it is No. 1 in the market according to rating services and showing a very substantial increase in advertising revenues. A new transmitter will boost daytime power from 10 kw to 50 kw.

Closing of WVUE was ascribed to the business recession, lack of network affiliation in the four-station market and transmitter location 23 miles from the other stations. The site problem was aggravated by the fact that set owners had their antennas oriented toward the other stations.

Mr. Storer told of the purchase contract for WITI-TV Milwaukee, ch. 6 outlet, for $4,462,500.

Net profit from station operations (after taxes but before non-recurring losses) for

ALBANY'S old trolley-station landmark has taken on a new role as the modernized home of WPTR there. The station spent $175,000 in the purchase and complete renovation of its building. Built in 1907 by the now-defunct Schenectady-Albany Railway Co., the large brick structure was dedicated to broadcasting at civic ceremonies Nov. 14. WPTR is a Schine property.



BULLDOZING his way through ground-breaking ceremonies for the WKRC-AM-FM-TV Cincinnati headquarters is (in driver's seat) Hulbert Taft, president of Radio Cincinnati Inc. He is surrounded by some of his 50 luncheon guests to whom he revealed that the 150,000 sq.-ft. building (sketched in background) will cost $1.5 million fully equipped. Two tv studios (2,000 sq.-ft. and 3,000 sq.-ft.) and three radio studios will be on the ground floor, air-conditioned offices on the second floor and conference rooms will be in a penthouse.

the first nine months of 1958 was $2,596,412 or $1.05 per share compared to $3,286,776 or $1.33 per share a year ago. For the third quarter the figure was $866,792 or 35 cents per share compared to $820,008 or 33 cents per share in the 1957 quarter.

Earnings for the fourth quarter, Mr. Storer predicted, should run ahead of last year, $1,300,000 with $528,251 in dividend requirements.

Spadework by Ward of KCOP (TV) Results in Probe by Grand Jury

Los Angeles county coroner Theodore J. Curphy is to appear before the grand jury this morning (Nov. 24) chiefly as a result of the persistence of Baxter Ward, news director of KCOP (TV) Los Angeles.

In more than a score of newscasts in recent months, Mr. Ward has cited irregularities in operations of the coroner's office, notably alterations in death certificates which allegedly were made to benefit insurance companies, a charge which the grand jury is to investigate.

Mr. Ward began his investigations into the coroner's method of running his office about a year ago. Since then, he and his staff have kept a careful watch over the coroner's office, investigating fully anything that looked questionable. In addition to his broadcast reports, Mr. Ward also saw to it that copies of the evidence on which they were based were delivered to the district attorney and to the county board of supervisors. One result of these activities is the grand jury investigation. Another was a public commendation of Mr. Ward by Burton W. Chase, chairman of the board of supervisors, last week.

New CBS Tv Spot Client Dept. To Be Run by Thompson, Adler

Creation of a client relations department for CBS Television Spot Sales and appointment of Lamont L. (Tommy) Thompson as director of client relations, New York, and Sherman Adler as head of the midwestern office of the new department was announced last week by Bruce Bryant, general manager of CBS Television Spot Sales. The appointments are effective Dec. 8.

Mr. Thompson has been sales manager of WHCT (TV) Hartford for two years. CBS is selling the uhf station for $250,000 to Edward D. Taddei, general manager of WNHC-AM-TV New Haven [STATIONS, Nov. 17]. Mr. Adler has been account executive for sales development in the New York office of CBS Television Spot Sales since February 1957.

Mr. Bryant said an important function of the new department will be to help clients evaluate their schedules and advise them on the most efficient use of spot.

3 Towers Gone, KWFT Carries On

Three towers of KWFT Wichita Falls, Tex., were included in the damage toll of a tornado last Monday (Nov. 17). The top of a 368-ft. tower fell to within three feet of the transmitter building. Nevertheless, speedy repair work by Lewis Dickensheets, engineering director, enabled KWFT to return to the air the same morning with its one remaining tower. According to Ben Ludy, station president, KWFT was the only station in town able to resume operations the same morning, and during that time substituted on-the-scene storm reports for regular programming.

Meredith Buys WOW-AM-TV Site

Meredith WOW Inc. (WOW-AM-TV Omaha) has purchased the property formerly leased from Woodmen of the World Life Insurance Society for WOW-TV and announced it is building new studios and offices on that site for both its Omaha outlets. WOW-AM-TV operations will be consolidated at 35th and Farnam Sts. WOW is presently housed at 17th and Farnam Sts.

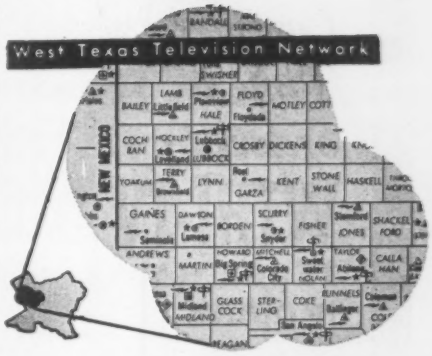
WHEN THEY SAY YOU'VE COMMITTED

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

1 BUY 3 MARKETS



KDUB-TV, CBS, LUBBOCK, TEXAS

316,000 watts and highest tower in West Texas provides maximum coverage (20% greater than competing channel) of rich Plains cotton country.
TV FAMILIES: 164,932

KPAR-TV, CBS, ABILENE-SWEETWATER

New studios in downtown Abilene plus increased power (91,200 watts) plus Sweetwater studios provide grade A coverage and grade A results in both oil-rich, twin-cities.
TV FAMILIES: 97,623

KEDY-TV, CBS, BIG SPRING, TEXAS

Channel 4 is the only Television Station providing grade A service in this oil, cattle, cotton area. Huge oil refineries and Air Force Base add to income.
TV FAMILIES: 72,020

TOTAL TV FAMILIES: 334,575

Delivers greater % of audience in all time segments than any other BIG Texas market!

KDUB stations
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KEDY-TV BIG SPRING, TEXAS

W. D. "Dub" Rogers, President and Gen Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

**Basis: 1958 Fall Schedule*

Bolling Co., New York · Chicago
Dallas · Los Angeles
San Francisco · Boston

KOBY shows a BEAUTIFUL FIGURE in San Francisco

September Cumulative Pulse Audience for the San Francisco-Oakland 6-County area shows KOBY with 638,900 unduplicated radio homes weekly; 72.5% of radio homes in the market. Add to this the assurance of no double spotting—and a 10% combination discount when you buy both KOBY and KOSI.

KOBY 10,000 watts San Francisco

Sit in with your PETRY Man

In Denver it's KOSI—
in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

WJR QUITS CBS, BLAMES 'BARTER'

CBS Radio's new "Program Consolidation Plan" brought its first disaffiliation last week. Fifty-kw WJR Detroit, an affiliate of the network for 23 years, gave notice that it was leaving next spring.

John F. Patt, president of WJR, also disclosed that his station had urged for more than two years that the network "organize and develop a pure network program service, which all affiliates could underwrite." He said that "in our considered judgment, this is the only healthy way that network radio can be maintained and grow in service to our country."

What he called the "barter plan"—under which CBS Radio will provide stations with programs for local sale, in return for taking programs sold by the network [LEAD STORY, Nov. 3]—"will only continue the eroding and shrinking process of network radio which has been its problem for many years," Mr. Patt asserted.

He said the decision to disaffiliate was reached "with regret and no little reluctance" because "our personal regard for the fine people in the CBS organization is of long standing." However, he continued:

"The plan of the network to barter for the time of its affiliates that it would then sell to advertisers under its own prices and policies—a plan over which we would have virtually no control—leaves us no alternative. We value our own facilities too highly to permit our station time to be handled on a brokerage basis."

Mr. Patt said that "from a practical sales standpoint, we cannot continue to compete with the network in the commercial use of our own facilities. Particularly is this so with the network's price for WJR facilities discounted so drastically as to be totally unrealistic—so unrealistic that even advertisers and their agencies find it confusing.

"Nor is it economically sound or, we believe, in the public interest for us to carry advertising in large blocks without compensation. We cannot regard 3½-minute news summaries—provided under this plan by the network—as compensation for valuable WJR time sold to other advertisers. And the virtually complete relinquishment of control of both the programming and the selling functions—inherent in the CBS Radio plan—is not a policy to which we can subscribe."

WJR will not become a "music and news" station as an independent, it was understood, but plans to "augment its already comprehensive station programming with enlarged activity in the national and international areas, and in increased regional news, sports and public affairs programming." Formation of a Washington news bureau presumably will be one step in the new direction.

On the subject of the network changing format to become "a pure network program service," Mr. Patt said: "This would permit the radio network to concentrate its efforts in providing a superior program product to its affiliates which they in turn could sustain or sell at their own established rates. Under this concept, the network would relinquish its function of broker-agent, justified only historically."

The WJR decision was the second major disaffiliation in recent network radio history. In 1956 Westinghouse Broadcasting Co.'s NBC Radio affiliates went independent in a move ascribed to dissatisfaction with network programming, network pricing and station compensation [NETWORKS, July 16, 1956].

WJR was one of nine CBS Radio affiliates which voted against the Program Consolidation Plan when it was presented at the annual convention of affiliates last month. Other dissenters in the 86-to-9 endorsement of the plan (8 others at the convention abstained) were KFRE Fresno, KTHS Little Rock, WHAS Louisville, WWL New Orleans, KWKH Shreveport, KTOK Oklahoma City, WRVA Richmond and WTAG Worcester, Mass.

Network Tv Up Jan.-Oct.—TvB

Television Bureau of Advertising last week released its January-October audience report which only confirmed earlier studies pointing to a continuing increase in network tv audience size. The average evening program audience, TvB reported—basing its findings on Nielsen statistics—increased by 8% for the first 10 months of the year, as daytime audiences grew 9%. Average weekday daytime programs reached 276,000 more homes per broadcast than in programs calculated at 620,000 television 1957, with the average increase for evening homes.

Six New Affiliates for Mutual

Six more stations have joined Mutual as affiliates, raising the total to 453, it has been announced by Blair A. Walliser, executive vice president, who said MBS is processing applications from 18 additional outlets. The latest affiliates are WHSM Hayward, Wis.; WJMC Rice Lake, Wis.; WGNS Murfreesboro, Tenn.; KFRM Concordia, Kan.; KMBC Kansas City, Mo., and KMPA Bakersfield, Calif.

Network Data Cheers ABC-TV Affiliates

ABC-TV primary affiliates heard some encouraging business news when they met in New York last Wednesday (Nov. 19)—commercial hours up from 27 a year ago to 48 now, total advertisers at an all-time ABC-TV peak of 63, compared to 50 last year. The new "Operation Daybreak," they also were told, is 95% sold out.

The affiliates were not without problems, however, partially because of the number of network's sponsors. ABC-TV's product protection policy protects sponsors for 15 minutes in both directions, thus limiting the prospect categories for additional sales.

Officials also pointed out that ABC-TV now allows its affiliates 92 minutes per week for local sale. The stations hoped to change the system, however. Instead of getting 30 seconds on the quarter-hour, as now, they were seeking a 60-second break every half-hour. Officials indicated late last week the request was still being considered.

There also were questions about ABC-TV's daytime ratings, which have left some affiliates dissatisfied. Network President Oliver Treyz assured them, however, that he was confident the ratings "will build." He cited instances on other networks to back his argument that daytime ratings almost traditionally build slowly. "This daytime will work," he asserted.

Theme of the meeting was "ABC-TV Has Come of Age," and the attitude of affiliates generally, after the session, was one of confidence.

Joseph C. Drilling of KJEO-TV Fresno, Calif., chairman of the affiliates association, told newsmen at a Wednesday luncheon that a number of affiliates had come to the meeting "with a sort of chip on their shoulders," forgetting that up to a few months ago they had practically no networks programming at all during daytime. By lunchtime, he said, this attitude had been replaced by more enthusiasm and confidence in what the network was doing.

Mr. Treyz said the business outlook for next spring was more "bearish" now than this fall's outlook had been last spring.

Among new programs being considered, the affiliates were told, are *The Alaskans*, a Warner Bros. production slated to go into the Sunday 9-10 p.m. period starting in early April; *Dr. I. Q.*, being considered for Mondays 9:30-10 p.m. beginning in January, and, for this season or next, such other productions as *Crisis* with Ray Milland, *Doc Holliday, The Fat Man, Dial M for Murder, Public Enemy,* and *Amazon Traders.* ABC-TV is already planning for the 1958-60 season, Mr. Treyz asserted.

Key speakers at the meeting, aside from Mr. Treyz, included John Daly, news vice president; Thomas W. Moore, programming vice president; William P. Mullen, sales vice president; Julius Barnathan, research director; Donald W. Coyle, vice president and general sales manager, and Bert Briller, sales development director. Alfred R. Beckman, station relations vice president, presided.

Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC Affiliate

Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.

POWER to penetrate!

* This powerful **RADIO** voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.

* This powerful **TV** signal is sent to a greater number of viewers . . . costs you less by exposing your product to a bigger audience.

CKLW 50,000 WATTS

CKLW-TV 325,000 WATTS

J. E. Campeau *President*

ADAM YOUNG, INC. *National Representative*

GENERAL OFFICES GUARDIAN BLDG., DETROIT

"Tops in Towers"
for
WLST
ESCANABA, MICH.

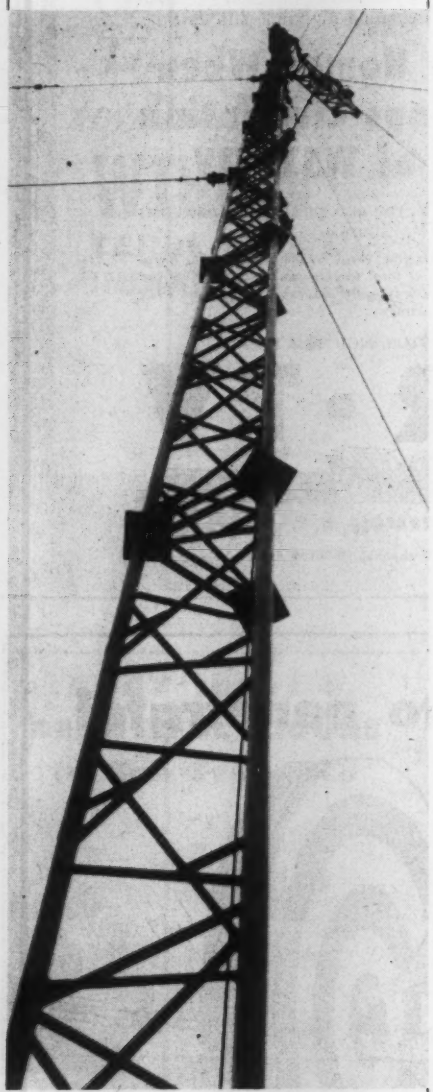


Photo Courtesy of Escanaba Daily Press

D. D. GIROUX of Utility Tower Company, Oklahoma City, works calmly almost 200-feet up on the first of three 250-foot Utility Towers for Radio Station WLST, at Fort River, Michigan.

UTILITY TOWER COMPANY
Oklahoma City, Okla.
WI 3-5578 BOX 7022 WI 3-4303

Nine-Month Tv Shipments Down

Shipments of tv receivers by manufacturers to dealers totaled 3,498,118 units during the first nine months of 1958 compared to 4,249,775 in the same 1957 period, according to Electronic Industries Assn. September shipments totaled 663,073 tv sets compared to 789,675 in the same month a year ago. Radio shipments for nine months of 1958 totaled 5,182,851 sets compared to 5,844,280 a year ago.

MANUFACTURING

Adler Electronics Inc., New Rochelle, N. Y., has been awarded contract for design and manufacture of single sideband communications systems by U. S. Army Signal Supply Agency, Phila. Each of four mobile and air-transportable systems consists of transmitter and receiver vehicle. Delivery on $932,000 contract is scheduled for 120 days.

Ampex Corp., Redwood City., Calif., announces shipment of videotape recorders to WFIL-TV Philadelphia and WNTA-TV New York. When completed, installation will be WFIL-TV's second.

RCA reports shipment of uhf pylon antenna to KBAS-TV Ephrata, Wash.; traveling wave antenna to WXYZ-TV Detroit; six-section superturnstile antenna to WCSC-TV Charleston, S. C.; 12-section superturnstile antennas to WKBW-TV Buffalo and WTOL-TV Toledo, and 50-kw transmitter to WTOL-TV.

Camera Equipment Co., N. Y., appointed U. S. distributor for new Gaumont-Kalee "1690" sound recording unit for Arriflex 16 camera. Transistorized magnetic sound attachment designed to broaden sound and silent newsreel and documentary photography with its lightweight portability. Two-channel recording amplifier unit contains not only recording amplifier with input mixer for two microphones but also bias oscillator, monitoring amplifier (for headphones audio monitoring off either input or film) and volume indicator drive amplifier. Write J. M. Kesslinger & Assoc., 37 Saybrook Pl., Newark 2, N. J.

General Radio Co., Cambridge, Mass., reports new standard frequency multipliers, type 1112, with crystal-controlled frequency standard. Multipliers generate sine-wave signals of 1, 10, 100 and 1000 mc and greatly extend useful range of conventional frequency standards such as GR type 1100-A. Instruments are characterized by low noise and by almost complete freedom from submultiple-frequency spurious signals, claims GR. Type 1112-A standard frequency multiplier is $1,450, type 1112-B, $1,360. Write General Radio Co., 275 Mass Ave., Cambridge 39, Mass.

Wollensak Optical Co., Rochester, N. Y., announces new remote control zoom lens, Tv f/2.7 Raptar auto zoom lens. Lens increases effectiveness of camera by permitting various degrees of wide angle and telephoto coverage with single lens. Special control panel enables cameraman to zoom in or out on subject by pushing key. Silence of operation is another feature of Wollensak auto zoom. Lens complete with control unit is $1,350; without control unit, $1,275.

Prodelin Inc., Kearney, N. J., announces availability of complete microwave antenna systems featuring their newly developed semi-flexible Spir-O-line coaxial cables. Copies of illustrated "Microwave Antenna Systems" bulletin and related antenna gain charts may be secured by writing Prodelin Inc., Dept. GE-24, 307 Bergen Ave., Kearney, N. J.

Minnesota Mining & Manufacturing Co., St. Paul, Minn., announces publication of how-to-do-it folder showing through series of drawings how to make "professional" magnetic tape splices. Folder also lists valuable tips on tape editing and storage. For copies write MM&M Co., 900 Bush St., St. Paul 6, Minn.

RCA electron tube division announces new short vidicon (RCA-7262), 5⅛ inches, in overall length, especially designed for compact transistorized tv cameras—black-and-white or color. Vidicon has bulb diameter of one inch and is approximately 1⅛ inch shorter than similar tubes of same diameter. It employs low-power heater which requires only 0.6 watt—reportedly one third lower than any other commercial vidicon.

Westinghouse Electric Corp., Elmira, N. Y., announces new small-size vidicon camera tube (WL-7290) designed for slow speed scanning operations. Low residual current of tube reportedly permits high resolution, long-storage time with higher sensitivity, higher output signal and better signal-to-noise ratio. WL-7290 is also useful for transmitting high resolution information over conventional audio circuits as system bandwidth requirements are sharply reduced with slow scan. For further information write Westinghouse Electric Tube Div., P. O. Box 284, Elmira, N. Y.

Bell & Howell, Chicago, announces new concept in automatic slide projectors, featuring rear and front panels, illuminated "dashboard" controls at back and remote control system permitting move of slides in reverse and forward at touch of button. Four new models are included in new Explorer series.

Postal Workers Union Reports 60 Acceptances of Tv Series

The National Federation of Post Office Clerks said last Thursday (Nov. 20) that 60 tv stations have indicated they would like to receive "free" weekly 15-minute news reports on Congress the AFL-CIO union plans to distribute, starting in March.

Stanley Allen, public relations representative of the union, said 28 stations replied they were not interested in airing the show, titled *Spotlight on Congress*, while one station referred NFPOC to its commercial rate card. In a letter to tv stations, E. C. Hallbeck, union legislative director, said the film is being offered as a "public service . . . to provide straight, unbiased commentaries."

"This is not a propaganda program," he said. "It is a straight news report." There is no gimmick, he maintained. He explained the show is being offered free to tv stations "because our advertising budget isn't big enough to buy time nationally on a continuing basis. . . ."

Mr. Hallbeck said the union plans to use one-minute institutional commercials midway through the program. "These institutional commercials will not be inflammatory union pitches nor will they contain material of a controversial nature," he promised station owners. The program will have 30-second opening and closing periods which can be tailored to suit local needs, he said.

Gotham Recording to Open Expanded Studios in New York

Gotham Recording Corp., New York, will open its new $100,000 recording studio late this month to service radio and television clients, it has been announced by Herbert Moss, president. The 30 x 51 ft. studio will accommodate a full-orchestra and choral group, Mr. Moss said. The company will continue to maintain its smaller studios.

Gotham, organized in 1950, produces radio programs for public service organizations and spot radio and tv film commercials, musical jingles and industrial records. The Marine Corps has renewed with Gotham for its *Take Five* program for 26 additional weeks although the original 13-week cycle will not expire until Jan. 1, Mr. Moss reported. The five-minute program, featuring singer Betty Johnson and former New York Yankee star Gerry Coleman, is carried on 1,300 stations three times a week on an exclusive market basis. Gotham also produces time and weather signal spots for the Marines which are integrated into programs by local announcers. Mr. Moss said more that 2,000 sttaions now are carrying these spots.

Gotham also is headquarters for other Moss interests. They include Metropolitan Jazz Quintet Inc., a jazz group that has recorded five albums for release on MGM records; Galaxy Productions Inc., a radio-tv merchandising organization; Ile de France Productions, an international music recording company and Ile de France International, a company set up to produce the *Brains & Brawn* tv program in the U. S., now carried on NBC-TV.

ANOTHER VTR USE

Because the California-Stanford football game last Saturday (Nov. 22) was to decide which team would represent the Pacific Coast Conference in the New Years Day Rose Bowl and since it was a sellout, the NCAA gave permission to KTVU (TV) Oakland, Calif., to record the play-by-play for re-telecasting in full that evening to the Bay Area.

Swanson Forms Production Firm

Formation of Robert Swanson Productions, New York, to specialize in production of musical commercials, was announced last week by Robert Swanson, formerly associated with BBDO, Cunningham & Walsh, Campbell-Mithun and other agencies. His credits include the "Piel's is the beer for me, boys" jingle of several years ago as well as the current Northwest Orient Airlines broadcast jingle.

The Swanson office will be located at 1 E. 54th St.; New York, telephone: Murray Hill 8-4355. Mr. Swanson has reported signing several clients, including Texaco, Bristol-Myers (Ban), American Tobacco (Lucky Strike), U.S. Steel and E. I. DuPont de Nemours.

UPCOMING

Nov. 28-30: National Assn. of Tv & Radio Farm Directors, annual convention, Conrad Hilton Hotel, Chicago.

December

Dec. 2: NAB, Broadcasting Hall of Fame advisory committee, NAB headquarters, Washington.
Dec. 2-4: Electronic Industries Assn., quarterly meeting, Roosevelt Hotel, New York.
Dec. 4: NAB, Tv film committee, NAB headquarters, Washington.
Dec. 13: Connecticut UPI Broadcasters, winter meeting, Commodore McDonough Inn, Middletown.
Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.
Dec. 16: NAB, Convention committee, NAB headquarters, Washington.
Dec. 17: NAB, Ad hoc committee on editorializing, NAB headquarters, Washington.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 23-25: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.
Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.

February

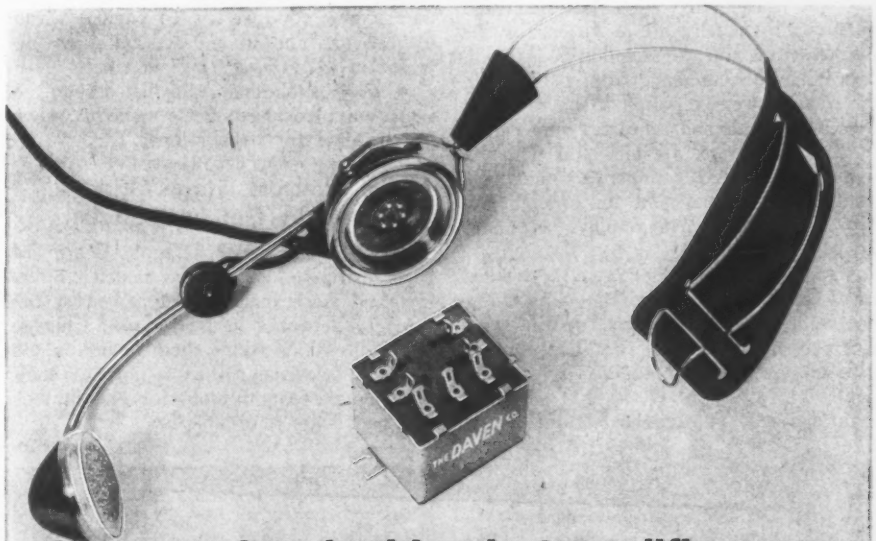
Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.
Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.
April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.



New transistorized headset amplifier for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 90, which provides a marked improvement in studio communications. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level minimizes local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
6. Manual control with external variable resistor, if desired.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN ® STANDS FOR DEPENDABILITY

AFTRA, Networks Close To Contract Agreement

Outlook for agreement on a new contract between television-radio networks and the American Federation of Television & Radio Artists brightened considerably last Thursday following several late evening-early morning negotiating sessions. The old contract expired at midnight Nov. 15 [PERSONNEL RELATIONS, Nov. 17] but performers were continuing on the job until further notice.

Network and AFTRA officials declined to discuss the latest developments but it was reported that "considerable progress" was achieved in the main area of friction: rates and working conditions for performers in videotape programs and commercials.

Negotiators met late Wednesday (Nov. 19) and until 3 a.m. Thursday and at that time the networks made what they called "an ultimate offer." A source close to AFTRA acknowledged that the latest proposal on videotape rates was "substantially in excess" of the Screen Actors Guild rates for tv filmed commercials. Neither networks nor union officials would discuss the details of the network offer but it was said to be one that AFTRA considered "negotiable," conducive to "more give and take."

AFTRA has received strike authorization from its members but has extended the deadline without setting a new one.

Another negotiation session was scheduled for Thursday evening.

It was learned that agreement had been reached on virtually all provisions of the radio network and transcription codes, with rates in some areas rising from 10 to 15%.

Networks were reported to have agreed to some reduction in rehearsal time before the overtime rate prevails and upon a formula for taped commercials and programs to cover payment up to eight re-plays (instead of five re-plays as under the old contract).

A spokesman for AFTRA said a detailed list of specific rates and conditions in videotape still had to be agreed upon. Along with network officials, he declined to speculate on the possibility of an early agreement.

On a related matter, the National Labor Relations Board continued to hear testimony last week on a petition by AFTRA calling upon NLRB to hold a referendum among performers to select a single union in the field of videotape commercials. At present, AFTRA has tape jurisdiction at networks and stations, while the Screen Actors Guild handles film studios. The networks, SAG and the Screen Extras Guild are opposing the petition.

WINS Continues Programming Despite 'Surprise' IBEW Strike

New York Local 1212 of the International Brotherhood of Electrical Workers called a strike against WINS last Tuesday (Nov. 18). Station programming continued uninterrupted, except for two hours on Tuesday, with the use of supervisory personnel as engineers, technicians and announcers. Nine staff announcers declined to cross the union's picket lines.

The strike caught station officials by surprise, a spokesman said. The old contract expired on Sept. 15 and, he added, negotiations were set to begin on Dec. 3. The reason for the delay, he explained, is that J. Elroy McCaw, WINS president, has been in a hospital on the West Coast for about seven weeks, recovering from injuries received in an automobile accident. He said that the Dec. 3 date had been set with the union's knowledge.

Charles Calame, business manager for Local 1212, declared that station officials have failed to respond to a bid to negotiate a new contract for 14 engineers and technicians. The union is seeking an increase in wages and fringe benefits.

A WINS spokesman said that despite the strike no plans have been made to move up the date for negotiations.

Assoc. Directors, Stage Mgrs. At Networks Get NLRB Ballots

The National Labor Relations Board last week distributed ballots to tv associate directors and stage managers employed at the three tv networks in New York, Chicago and Hollywood, asking them to certify the Radio & Television Directors Guild as their bargaining agent, or vote for "no union." The ballots are returnable Dec. 3.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS SPECIALIZING IN TELEVISION AND RADIO STATIONS

Fifth Third Bank Bldg., Cincinnati 2, Ohio DUnbar 1-7775

Midwest Division: Paul Fry, P. O. Box 1733, Benson Station, Omaha 4, Nebraska

Backers of Commercial Tv In Britain Hitting Jackpot

British commercial television, once considered an ugly duckling, has laid a golden egg. Within three years, investors have seen their stock go up 20,000%, it was stated Wednesday (Nov. 19) in a report to stockholders.

In its first year in Britain, commercial tv lost money; the following year it cleared only $600,000. In 1957 profits rocketed to $10 million and are expected to reach $14 million this year. A $6,300 investment in the medium by former BBC chief Norman L. Collins has netted him more than $1.4 million. Other investors have converted a $2,500 investment into $560,000 and $3,000 into $625,000. Shares originally selling for 14 cents now are worth $31—an increase of 22,042%.

ABROAD IN BRIEF

TV TEST CASE: A 35-year-old law regulating transmitter licensing was invoked by the Italian government in confiscating the transmitter of Televisione Libera, Milan, an independent tv station that is ready to commence commercial operations. By this means the government-owned RAI broadcasting system retains its monopoly but Libera's case is before the courts and decision in its favor may portend the advent of commercial tv in Italy.

UNINTERRUPTED VIEW: Britons will have commercially uninterrupted television programs from their independent tv networks if a bill now before the House of Commons goes through. Laborite Christopher Mayhew, who gives occasional news commentaries on noncommercial BBC-TV, introduced a bill Nov. 12 to prohibit the interruption of shows for commercials. The measure is slated for debate this session.

FILM ENTENTE: The newest effort to speed up international tv transmission is a daily half-hour closed-circuit link between five countries to exchange newsfilm. The system, involving Britain, France, The Netherlands, Italy and Belgium, has concluded two weeks of tests in cooperation with Movietone, which provided some of the news coverage exchanged.

1.1 Million Watching in Day

Canadian daytime television is delivering about 1.1 million homes weekdays from 3:30 p.m., as reflected in an analysis made by the tv division of the Broadcast Advertising Bureau, Toronto. This represents about 45% of the peak evening audience. The analysis, made from all Canadian tv stations, shows that the peak weekday afternoon audience is from 3:30-4 p.m. local time, with 1,129,000 homes tuned in at that time and audience of 1,456,000 of whom 1,005,000 are women.

The audience, reported by half-hour periods, from noon to 6 p.m. goes from 309,000 homes from 12-12:30 p.m., to 1,656,000 homes from 5:30-6 p.m.

AWARDS

IRE Honors Thornton, Blecher; Weber New Institute President

The Institute of Radio Engineers board of directors announced last week that the 1959 W.R.G. Baker Award for 1959 will be given to Richard D. Thornton, assistant professor of electrical engineering, Massachusetts Institute of Technology. Mr. Thornton was cited for his paper entitled "Active RC Networks," which appeared in the September 1957 issue of IRE *Transactions on Circuit Theory*. The award is given annually for the best paper published in the *Transactions*.

Franklin H. Blecher, Bell Telephone Labs, has been named recipient of the 1958 Browder J. Thompson Memorial Prize for his paper entitled "Design Principles for Single Loop Transistor Feedback Amplifiers," which appeared in the same issue of *Transactions*. The Thompson award is given annually for an IRE paper combining "the best technical contribution and presentation which has been written by an author under 30 years old."

At the same time, election of Ernst Weber, president of the Polytechnic Institute of Brooklyn and president of the Polytechnic Research & Development Corp., as president of IRE, was announced. Dr. Weber succeeds Donald G. Fink, director of research, Philco Corp. Newly-elected vice president is Donald B. Sinclair, vice president and chief engineer of General Radio Co., West Concord, Mass., succeeding Carl-Eric Granquist, director of Svenska Aktiebolaget Gasaccumulator, Stockholm-Lidingo, Sweden. Elected as directors for the 1959-61 term are Ferdinand Hamburger Jr., professor of electrical engineering, Johns Hopkins U., Baltimore, and Bernard M. Oliver, vice president of research and development, Hewlett-Packard Co., Palo Alto, Calif.

Pioneers Honor CBS' Paley

William S. Paley, CBS board chairman, was honored with a special citation from the Broadcast Pioneers last Thursday at a meeting of the New York chapter. He was hailed for 30 years service to radio-tv as "one of broadcasting's most imaginative and resourceful leaders."

Other awards were presented to Carl Haverlin, president of Broadcast Music Inc., and to William S. Hedges, NBC vice president in charge of general services, for their contributions to the growth of Broadcast Pioneers. In the principal speech at the luncheon, Mr. Paley recalled some of the highlights of his early years in the broadcasting business.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

WILLIAM T. LANE, head of own advertising-public relations firm William T. Lane Co., Syracuse, N. Y., to Carrier Corp. (air-conditioning, heating), there as corporate relations v.p. Mr. Lane formerly was part owner-general manager of the former WAGE Syracuse, and the old WLTV (TV) in Atlanta.

HOWARD SHANK, formerly v.p. and creative supervisor, Benton & Bowles, appointed v.p. and creative director, Grey Adv., succeeding **ARKADY LEOKUM,** retired.

J. R. McCUE, formerly executive v.p., Western Adv. Agency, Chicago, appointed senior executive v.p. Other firm appointments include: **ROY J. SANDBERG** and **F. W. PAIN,** formerly v.p.'s, named executive v.p. and board member, and general media director for Racine and Chicago offices, respectively, **DELMAR E. GURLEY,** account executive, appointed v.p.

EDWARD W. KARTHAUS, account executive at Erwin Wasey, Ruthrauff & Ryan, N. Y., named v.p.

PAUL E. MATHIAS, account executive with BBDO, N. Y., resigns to join F. L. Bradfute & Sons, N. Y., producer of supermarket promotions and displays, as v.p.

WILLIAM J. McLAUGHLIN and **J. RICHARD SCHMIT,** account supervisors, Farson, Huff & Northlich, Cincinnati, named v.p.'s.

ROBERT M. ELLIS, since 1953 an automotive account executive with McCann-Erickson, Detroit, to Kenyon & Eckhardt, Detroit, in similar capacity.

EDWARD J. (NED) GARVEY, account supervisor (Volkswagen of America Inc., Burlington Industries) at J. M. Mathes Inc., N. Y., promoted to v.p.

JACK HOUSE, former William Esty Co. tv executive and one of organizers of WVET-TV Rochester, named advertising manager of Taylor-Reed Corp. (QT instant frostings, Cocoa-Marsh), Glenbrook, Conn.

JERRY LUBOVISKI, manager of public affairs for Union Oil Co. of California, appointed director of public relations and advertising, succeeding **C. HAINES FINNELL** who has become manager of retail marketing for Union Oil.

SI SCHARER, formerly general manager of Mayfair supermarket chain, to S. Jay Reiner Co., N. Y., merchandising consultant, as vice president-merchandising director.

EARL IMHOFF appointed v.p. of Derby Foods Inc., Chicago. **RALPH MAULIN,** formerly assistant to president, promoted to director of marketing of Derby.

PAUL W. SHELDON, formerly supervisor in public relations, Young & Rubicam, N. Y., to Gulf Oil Corp., N. Y., public relations department.

HOWARD CLAYPOOLE, formerly advertising manager, Reddi-Wip Inc., appointed marketing director, new post, with supervision over all advertising, merchandising and sales promotion. **FRANK ANSEL,** formerly with General Mills Co., named general sales manager, succeeding **T. C. THOMPSON,** retired.

EDWARD MUCHA, assistant to treasurer, W. S.

ON THE SPOT RECORDING *

MINITAPE

*t.m. reg.

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events . . . no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

100% WHOLE SAMPLE

This year, of all 17 years since 1941, we have enjoyed our greatest business. Recession-wary executives must have said to themselves, "This is no time to monkey around!" So they investigated — bought Pulse—and use the mine of qualitative Pulse information profitably.

Pulse alone delivers the 100% whole sample. Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack phones—Pulse alone uses direct, face-to-face interviewing right in the home.

Information from 3,000 trained interview specialists reaches you in ample time for important decisions. For your Network TV investment, for your individual market-by-market implementation, let us show you how Pulse may be able to help you during 1959. A personal interview will be appreciated. Please write—or phone Judson 6-3316.

Pulse rings doorbells

. . . interviews families in their homes

Largest Scientific Sampling

"Only U.S. Census talks with more families"

Nothing takes the place of INTERVIEWS in the home

PULSE, Inc.

730 FIFTH AVENUE • NEW YORK 19, N. Y.
LOS ANGELES • CHICAGO • LONDON

QUAD-CITIES

ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

now the nation's

47th

TV MARKET

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES

Scott County, Iowa, Rock Island County, Illinois

Represented by Avery-Knodel, Inc.

THE BIG MIKE IN CENTRAL OHIO

WBNS Radio is first in 352 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. (Pulse, December '57 - January '58)

Ask John Blair

wbns radio

COLUMBUS OHIO

PEOPLE CONTINUED

Walker Adv., Pittsburgh, promoted to company controller.

JOHN SAUNDERS appointed account executive on United Motors Service and **ROBERT S. KNAPP** appointed account executive on Hertz System Inc., in Campbell-Ewald's tv-radio department in Detroit.

HERB ZELTNER, assistant media director, Lennen & Newell, N. Y., promoted to v.p.-assistant media director of agency.

JULIAN KOENIG, Ellington & Co., N. Y., to Doyle Dane Bernbach, N. Y., as copy supervisor.

JACK E. KANNAPELL JR., formerly with Brown-Forman Distilleries Corp., Louisville, named account executive at Erwin Wasey, Ruthrauff & Ryan, Chicago.

FRANK CHIZZINI, last with NBC-TV Sales, to sales associate, TPI Ratings Inc., division of M. A. Wallach Research Inc., N. Y.

GARTH SALISBURY, formerly advertising manager of Bemis Bros. Bag Co. and previously news writer at KWK St. Louis, appointed assistant print media manager at D'Arcy Adv. Co., St. Louis.

JOHN BRYAN DAVIS, formerly art department supervisor in Chicago office of Kenyon & Eckhardt Inc., to McCann-Erickson, also Chicago, as senior art director.

ROBERT S. WRIGHT JR., formerly art director at J. M. Mathes Inc., N. Y., to Hogan, Rose & Co., Knoxville, Tenn., advertising agency as creative director.

JACK WISE, formerly radio-tv farm director at KCMO Kansas City, to farm radio department of Aubrey, Finlay, Marley & Hodgson, Chicago agency.

BILL ERIN, tv-radio commercial writer, Needham, Louis & Brorby, Chicago, author of "Advertising Is Writing, Too" in December *Writer's Digest*.

FILM

SIDNEY MORSE named associate producer on *The Veil*, tv film series starring Boris Karloff, currently in production at Hal Roach Studios, Hollywood.

BURTON I. LIPPMAN, since 1956 assistant comptroller of National Telefilm Assoc., N. Y., and previously in certified public accounting, appointed comptroller of NTA, succeeding **LEONARD S. HOLSTAD,** resigned.

CHARLES F. HOLDEN, formerly production manager for CBS-TV in Hollywood, to similar post for Videotape Productions of New York Inc., tape production firm.

WILLIAM GILBERT, formerly with Granada Theatres Inc., London, named assistant to managing director of National Telefilm Assoc., London. Appointed account executives for NTA's owned and operated radio and television stations (WNTA-AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul): **JOHN FERNANDEZ, MARSHALL KARP** and **PETER YAMAN,** all formerly with Adam Young Inc., N. Y., and **LAWRENCE GERSHMAN,** previously assistant to Ted Cott, v.p. in charge of NTA broadcasting properties.

STATIONS

F. SIBLEY MOORE, radio operations v.p., WJR Detroit, named v.p.-secretary, succeeding **WILLIAM G. SIEBERT,** secretary-treasurer, who retires. **RICHARD M. THOMAS,** auditor, WJR, named treasurer. Mr. Siebert, with the station since 1929, remains as a director of WJR The Goodwill Station Inc.

MR. DENNIS

EDWIN L. DENNIS, local tv sales manager, KMBC-TV Kansas City, Mo., named v.p. of KMBC Broadcasting Co. Mr. Dennis has been associated with Cook Paint & Varnish Co. (station's owner) for 27 years.

RICHARD M. FAIRBANKS, WIBC Indianapolis president and general manager, appointed trustee of Cornelia Cole Fairbanks memorial fund, established in 1920 by late Charles Warren Fairbanks, v.p. of United States under Theodore Roosevelt and Mr. Fairbanks' grandfather, for betterment of Indianapolis through educational and charitable enterprises.

JAMES T. OWNBY, general manager of KONI and KELE-FM, both Phoenix, has announced appointment of new officers and directors for both stations. President of Anjo Broadcasters & Telecasters Inc., owner of stations, is Mr. Ownby; v.p., **ANNIE DEE DAVIS;** secretary-treasurer, **MARY JANE PHILLIPPI;** and directors, **CHARLES S. VOIGT** and **ROBERT C. BOHANNAN JR.** Mr. Ownby also announced that new offices and studios will be occupied by both stations at 2300 North Central in Phoenix.

JOHN T. CAULEY, formerly station manager of KGRI Henderson, Tex., named manager of KPLT Paris, Tex.

EDWARD HARVEY LONG, 60, treasurer of WSAZ Inc. and parent, Huntington (W. Va.) Publishing Co., died of cancer Nov. 17 at Cabell-Huntington Hospital.

CHANDLER R. MELOY, tv sales operation manager, KGO-TV San Francisco, named national spot sales manager succeeded by **NUEL PAZDRAL,** recently discharged from U. S. Army. **AL MACKAY,** national spot sales manager named KGO account executive.

DAVID GREEN, formerly with KCMK (FM) Kansas City, to KCMO-FM, that city, as account executive.

JAMES A. JORDAN, formerly sales manager of WJJD Chicago, to WOKY Milwaukee in similar capacity.

GORDON LLOYD, formerly sales manager of KBOX Dallas, returns to KBOX as account executive.

JACK JESTER, formerly account executive with KCKN Kansas City, Kan., to KCMO Kansas City, Mo., sales department.

ROBERT E. HAGAN, account executive, WTRF-TV Wheeling, W. Va., named local sales manager.

RUSS NAUGHTON, chief announcer of WDRC Hartford, Conn., won seat in Connecticut House of Representatives as Republican, in Nov. 4 elections. **HENRY BRODERICK,** father of WDRC Chief Engineer **HARRY BRODERICK,** was elected to same body as Democrat.

ROBERT REAGAN, public relations director of KTLA (TV) Los Angeles, to director of publicity and public relations, replacing **RICHARD P. ROBBINS,** former director of press information, who has been made staff producer-writer for station.

THOMAS A. MAGER, formerly buyer with Atlantic & Pacific Tea Co., to WABC New York as merchandising manager, succeeding **JACK DUNN,** resigned.

ROBERT J. DUFFY, assistant manager-sales manager, KOLR Sterling, Colo., named manager succeeding **JOHN GAZDIK** who joins Tiedgen-Rambler (car dealer) there.

DR. RICHARD M. HAYWOOD, associate professor of classics, New York U., named instructor for "Classics H1. The Legacy of Greece and Rome."

WCBS-TV New York *Sunrise Semester* course. Dr. Haywood succeeds **DR. CASPER J. KRAEMER,** who died Nov. 5.

M. L. NELSON, 49, managing news editor, WHO-AM-TV Des Moines, Iowa, died Nov. 16, following heart attack.

LARRY WILSON, disc jockey, WTIX New Orleans, named program director. **MARSHALL PEARCE,** program director, WSMB New Orleans, to WTIX as promotion director.

JIM RANDOLPH, formerly program director of KSAY San Francisco, to KGFJ Los Angeles in similar capacity.

ROD CREEDE appointed news director of WWTV-TV Cadillac, Mich. Other WWTV-TV appointments: **VIRGIL FREEL** to account executive and **JOHN JACOBSON,** formerly with WDMJ-TV Marquette, Mich., to sports director.

OSCAR H. HUFF, formerly news and program director of WKMF Flint, Mich., to WTOL-TV Toledo, Ohio, as news director.

JAMES BURNES, news development specialist at WDRC Hartford, Conn., promoted to news manager.

NORMAN GORIN appointed director at WTOP-TV Washington, replacing **VIC HIRSH,** resigned. **JOHN DREW,** who directed several radio programs for Voice of America, promoted to assistant director, succeeding Mr. Gorin.

HARRY REIGERT, acting production manager, WFRV-TV Green Bay, Wis., named production manager. **LEN GRENBA** succeeds him as assistant production manager.

TED BARBONE, formerly d.j., WFIN Findlay, Ohio, to WTOD as program director.

FRANKLIN HOBBS, formerly v.p. for Remington Record Corp., N. Y., to WISK St. Paul, Minn., as promotion director.

BEWEY DRUM, announcer, WSOC Charlotte, N. C., named operational manager. **JACK KNIGHT,** formerly with WLAS Jacksonville, N. C., to WSOC as announcer-salesman.

DAVID A. RING, formerly associated with General Electric and *Life* Magazine as merchandising field rep., has joined KMOX St. Louis' merchandising department.

DON HENRY, previously affiliated with WFAA-TV Dallas and KFJZ-TV Fort Worth, to WBAP-TV Fort Worth in commercial department.

JOHN ALBERT, salesman, Amsterdam Press, to WWJ-TV Detroit, in similar capacity.

BILL HARGAN, formerly chief engineer at KSBW-TV Salinas-Monterey, Calif, appointed director of technical operations. Other Salinas Valley Broadcasting Corp. appointments include **WES CHANEY,** named to post vacated by Mr. Hargan, and **CHARLES MITCHELL,** to chief engineer at KSBY-TV San Luis Obispo, Calif.

JIM HALL named d.j. of WMAL Washington's 3-8 p.m. record show, succeeding **JOHNNY BATCHELDER,** who will devote full time to WMAL-TV commitments.

CONRAD PATRICK to WKMH Detroit as disc jockey succeeding **FRANK SIMS** who is named the station's sportscaster.

MARY ANN VARGA, secretary to manager of KGFJ Los Angeles, named program service manager of station.

GEORGE CORWIN, formerly assistant sales manager, WAMM Flint, Mich., and **TOM WHITMORE,** formerly account executive, WWCA Gary, Ind., to WALT Tampa, Fla., sales staff.

WILLIAM VALENTEEN, formerly in WIBG Philadelphia sales department, to WNAR Norristown, Pa., sales staff.

BILL McREYNOLDS, KCMO Kansas City newsman, transfers to KCMO sales department.

JIM HAWTHORNE, program director and air personality of KDAY Santa Monica, Calif., adds duties as m.c. of late-night program over KTTV (TV) Los Angeles.

BOB ENGEL, formerly with WJW Cleveland, to WHK, that city, as newscaster.

JACK TAYLOR, formerly with WBBM, WCFL and WIND, all Chicago, to announcing staff of WGN-AM-TV, that city.

GENE FILIP promoted from special events editor to assistant director of news at WGN-AM-TV Chicago.

NETWORKS

BOB FINKEL, NBC-TV contract producer, has been assigned to produce and stage four Eddie Fisher shows. **CLIFFIE STONE,** executive producer of *The Tennessee Ernie Ford Show,* elevated to producer, replacing Mr. Finkel.

WILLIS W. INGERSOLL, formerly with CBS-TV network sales development, and **EDWARD H. FORESTER,** previously with Edward Petry & Co., station representative, in radio sales, to tv sales staff in New York office of The Katz Agency, station representation firm.

HARPER CARRAINE, research director; **PHILIP LEVISON,** assistant supervisor of technical operations, and **ALICE SANTTI,** spot sales research manager—all CBS Radio—inducted last Monday (Nov. 17) into CBS 20-Year Club, bringing club membership to 210.

PETER SARAN, formerly engineer, WINR Binghamton, N. Y., and NBC, to ABC, N. Y., in similar capacity.

PROGRAM SERVICES

ERNEST G. FANNING named to newly created post of executive assistant to the general manager for diary reports of American Research Bureau. Mr. Fanning will be responsible for overall coordination of sales and production departments with respect to ARB's diary based surveys.

MANUFACTURING

MR. KELLEY

RAYMOND F. KELLEY, v.p.-director, Dynamics Corp. of America (Waring Blendor, tv broadcast equipment, single side-band radio equipment, etc.), N. Y., elected president board chairman of DCA, succeeding late **DAVID T. BONNER.**

JOHN B. McLAUGHLIN has resigned as v.p. for marketing of Purex Corp., South Gate, Calif. He has not announced future plans, nor has successor been appointed.

ALBERT E. KELEHER, manager, equipment operations long range planning activity, Raytheon Manufacturing Co. (lighting equipment), Waltham, Mass., named manager of government relations marketing planning, for government equipment division.

E. K. (BUCK) ROGERS, affiliated with Packard Bell Electronics Corp. in various capacities since 1928, appointed district sales manager for Northwest.

MAURICE KALEN, manager of budgets and inventory control, RCA Electron Tube Div., Harrison, N. J., to controller of division.

GORDON R. VANCE, manager of product controls (industrial tubes), Distributor Products Dept., RCA Electronic Tube Div., Harrison, N. J., to manager of sales coordination, distributor sales division.

JOHN CANTWELL, formerly district sales manager for Sylvania Branch of Sylvania Sales Corp., to district sales manager, Washington, D. C., for Sylvania Home Electronics, division of Sylvania Electric.

L. HARRISS ROBINSON, former regional sales man-

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

WRBL-TV
Announces
GENERAL and RETAIL
RATE DESIGNATION
• Another indication of the willingness of WRBL-TV to come forward as a leader in any controversial issue and establish clear and concise policies applicable to all.
Call HOLLINGBERY
FOR
• RATE DETAILS
• PRIME AVAILS
• PACKAGE PLANS
• TOP RATINGS
• MARKET DATA
• PROGRAMMING DATA
• PENETRATION DATA

THE
AMPEX 351
WITH
ALL NEW ELECTRONICS
SEE YOUR AMPEX DEALER
AMPEX CORPORATION
professional products division
854 Charter Street
Redwood City
California

PEOPLE CONTINUED

ager of Motorola Inc., appointed manager of marketing, surface communications dept., RCA defense electronic products, Camden, N. J.

DR. RUDOLF G. E. HUTTER appointed chief engineer, special tube operations, Sylvania Electric Products Inc. and manager of Microwave Components Labs, Mountain View, Calif.

WILFRED WEISS, formerly with Kudner Agency, N. Y., to director of public relations at Electronic Corp. of America, Cambridge, Mass.

PROFESSIONAL SERVICES

BUELL A. PATTERSON, 63, account executive at Communications Counselors Inc., N. Y., died last Wednesday (Nov. 18) in Miami, Fla., on return from business trip to Havana. Mr. Patterson's previous public relations experience included advertising sales promotion manager for Curtiss-Wright, during the 40's; director of public relations for both American Airlines and Pan American Grace Airways during the early 1950's.

FRANK B. EIDGE, Miami bureau manager for United Press International, promoted to Florida manager for UPI. **DICK HATCH,** Charlotte bureau manager, succeeds Mr. Eidge as Miami head.

ALVIN WEBB JR., Greensboro manager, succeeds Mr. Hatch in Charlotte. **LOYD JEFFERS** moves from Columbia, S. C., to Greensboro, replacing Mr. Webb.

INTERNATIONAL

VIN DITTMER, formerly sales manager of CKNX-TV Wingham, Ont., to CFCF Montreal as station manager.

JOHN C. MORRIS, formerly sales manager of CKSL London, Ont., to manager of the radio times sales division at Toronto, Ont., of Stovin-Byles Ltd., Toronto, station representation firm.

JACK KENNEDY, senior sales representative of Canadian Broadcasting Corp., Toronto, to CFRB Toronto.

REYNALD TEASDALE, manager of CBAF Moncton, N. B., to production manager of CBF Montreal, Que.

LYMAN POTTS, manager of CKSL London, Ont., to production manager of CJAD Montreal, Que.

ROCH DEMERS, chief engineer, CFCL-TV Timmins, Ont., elected chairman, Central Canada Broadcasters Assn. Engineers, succeeding **BILL OHN,** CHLO St. Thomas, Ont. **CLIVE EASTWOOD,** CFRB Toronto, Ont., named manufacturers liaison officer. **JACK BARNABY,** CFCH North Bay, Ont., elected secretary-treasurer.

WALTER SHEAN, with extensive press, tv and commercial background, has been appointed advertising and promotion manager for S. W. Caldwell Ltd., Toronto.

W. C. MOODIE has been appointed manager of newly opened office of A. C. Nielsen Co. of Canada Ltd., Toronto, at 550 Sherbrooke St. West, Montreal, Que. **J. A. GOVIER,** client service executive, will also move to Montreal office from Toronto.

PROGRAMS & PROMOTIONS

KAKE-TV Raises Prize Offer As Oil Lease Value Climbs

Oil wells being what they are, first-prize winner in KAKE-TV Wichita's "Name the Network" contest is going to fare a lot better than originally anticipated when the competition was first announced, the station reports.

The original plan was to give the winner the option of the oil lease, which could amount to $10,000 or more, or a cash prize of $1,000. Additional wells have increased the present lease value to the point where the winner will be offered the choice between a $5,000 cash purchase of his interest or the oil royalty interest.

In addition to an interest in a producing oil lease the contest offers runner-up prizes of a whole grade "A" beef, income from 50 bushels of wheat and shares in Boeing, Beech and Cessna aircraft companies.

The purpose of the contest, KAKE-TV said, is to name the three-station network which now "blankets with a single buy 70% of the tv homes in Kansas"—KAKE-TV, KTVC (TV) Ensign and KAYS-TV Hays. Advertising agency personnel have until Dec. 12 to name the network and give a reason for the name in no more than 50 words.

VOTERS' CHOICE

The Democrats were not the only ones winning by a landslide in this election year, according to WDAK Columbus, Ga. WDAK also reports a victory from voters in similar geophysical terminology. During a week-long voting machine demonstration sponsored by the Provisional League of Women Voters of Columbus at the 1958 Chattahoochee Valley Exposition more than 600 persons voted on questions of local and national political interest as well as on radio listening habits and preferences.

Out of a total of 14 questions on the league's ballot, seven were concerned with radio. A majority of the voters preferred newscasts of five-minute length; a total of 350 said music was their reason for listening to radio, and WDAK personality Dick Killebrew won the most votes for "favorite local radio disc jockey." Television was named 241 times on the question "with which do you spend the most time?" Radio got 235 votes and newspapers only 22 votes.

Votes were also asked their favorite area radio station and disc jockeys with WDAK coming out on top, according to the station.

WTOL Event Revives Record Hits

Recording hits of the past 30 years were utilized recently by WTOL Toledo, Ohio, during its "Big Record Week" promotion to salute the music industry. Every half-hour throughout the week WTOL played million-seller records.

Promotion tie-ins included personal appearances and remote broadcasts by the station's disc jockeys, called Toledo's Big Five, at four shopping centers and two downtown stores where drawings were held for free records. In five days, more than 15,000 persons registered for drawings at the various locations. To publicize the event the d.j.'s wore special shirts with their names and the station's call letters printed on them; over 500 posters were distributed, and promotion spots were run during the day. Mail going out of the station also carried the Big Record Week identification.

WCIA (TV) Relays Ideas for ID's

The technique of presenting effectively an eight or ten-second television ID message is demonstrated in a brochure prepared by WCIA (TV) Champaign, Ill., for distribution to advertisers and agencies. Entitled "What's the Idea," WCIA's presentation appeals to the advertiser who "feels he has too much to say and not enough time in which to say it." According to WCIA, the purpose of the ID is to sell a single idea, in the same manner in which highway billboards make one impression on a speeding driver. The booklet includes ID's originated by WCIA's staff of commercial artists and copywriters for a local food store account and illustrates how the station and client work together to get across a single selling point.

KBKC Celebrates First Birthday

The first anniversary of KBKC Kansas City is being celebrated in a series of station promotions during an eight-week campaign. KBKC personnel recently served birthday cake and distributed free door prizes to more than 2,000 visitors to a hi-fi music show in Kansas City's Bellerive Hotel. A current on-the-air promotion offers more than $3,000 worth of prizes to listeners who display numbered car window stickers bearing the call letters and frequency of the independent music-news station. Lucky numbers are announced periodically. Some 20,000 stickers were distributed in the first two weeks. Weekly "appreciation" cocktail parties for advertisers and agency personnel are being held in KBKC's studios.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT WITH THE INTER MOUNTAIN NETWORK

Another Intermountain Network Affiliate

THE FLAGSHIP STATION!!

KALL

Salt Lake City, Utah

1,000 Watts at 910

FIRST* And Getting Firster.

*Pulse—July 1958 *Hooper—Aug.-Sept.

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

Irving Berlin Saluted on VOA

A three-day radio tribute to composer Irving Berlin was scheduled for last week over the planet-wide facilities of the Voice of America, with the participation of show business celebrities and President Eisenhower. The program marked Mr. Berlin's 50th anniversary in show business and his 70th birthday.

In his statement, President Eisenhower expressed his admiration for Mr. Berlin's music. Bing Crosby, Louis Armstrong, Benny Goodman, Ethel Merman, Fred Astaire, Eddie Cantor and others were heard on the series. Many of the guests performed the Berlin songs with which they are identified. Kate Smith, for example, sang "God Bless America," as recorded from her radio program of Armistice Day, 1938, when she introduced the song.

A portion of one of the programs was devoted to a selection of Berlin songs sung by Ella Fitzgerald at the Hollywood Bowl accompanied by a 60-piece orchestra. Willis Conover wrote and produced the salute to Mr. Berlin and served as narrator. At the conclusion of the series, Mr. Berlin replied to the President and his other friends.

WCPO-TV Show Solves Problems

WCPO-TV Cincinnati is proving once again that men and women observe the world through different eyes and can discuss their opposite observations with verve and interest. A new WCPO-TV daily morning show called *Jim and Joan Advise . . .* is the proof offered. Never seen in person, but only silhouetted behind a screen, Jim and Joan present the masculine and feminine viewpoints, respectively, on personal problems sent in by viewers. In addition, a panel of four selected citizens shoots further questions at Jim and Joan and gives its own opinions. The panel then votes on which advice the letter writer should follow.

WRCA-TV Sends Tv-Movie Listing

A 244-page pocketbook published by Bantam Books, New York, and listening a description and rating of over 5,000 theatrical films now available to tv is being mailed to prospective and present advertisers of WRCA-TV New York's *Movie 4* program. The book was compiled and edited by the staff of Tv Key, a preview service.

ABP

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

THE VERY LAST HURRAH

The elections were over in Seattle, Wash., and Minneapolis, Minn., the tumult and shouting had died. There remained only the joy of victory and the sorrow of defeat and a few thousand useless election signs and posters littering the cities.

WDGY Minneapolis offered two cents each for posters collected by its listeners and a fifty-dollar bonus for the individual collecting the greatest number. Over 11,500 posters were collected in the WDGY effort. Meanwhile, KOL Seattle offered a penny apiece for any signs or posters brought to the station and managed to collect 31,751 separate pieces. Civic officials in both localities congratulated the stations for a job well done.

Five Stations Give Stereocast

A musical demonstration of fm and stereophonic sound featuring stereo disc and tape recordings of popular and classical music was presented Nov. 26 by four Houston, Tex., fm radio stations and KUHT (TV), that city. The half-hour stereophonic program was televised by KUHT and carried simultaneously by KFMK (FM), KHGM (FM), KTRH-FM and KUHF (FM). Representatives of each station introduced and played stereo recordings of the type of music typical of their stations. The stereocast was directed by Lynn Christian, sales manager of KHGM.

WTTG (TV) Kicks Off Art Contest

Details for entering an annual Christmas Card Art Contest were announced last week by WTTG (TV) Washington, D. C., on the station's children's program *Grandpa's Place* (Mon.-Fri., 3:30 p.m.). Guests on the program were Al Capp, creator of Lil Abner, who spoke earlier at the annual Christmas Seal Sale luncheon sponsored by the D. C. Tuberculosis Assn., and Patty Ann Gerrity, star of NTA Film Network's *This Is Alice* series.

The grand prize for WTTG's five-week card contest will be an art scholarship at Washington's Corcoran Gallery of Art for the winning child and a $100 savings bond for the child's parents. Mr. Capp furnished the area's youngsters with helpful ideas for making original Christmas cards, using Christmas Seals in some manner. Miss Gerrity, who was accompanied by her co-star Hector, the St. Bernard, bought the first sheet of seals from Mr. Capp.

KETV (TV) Prize: Liberace

In a new contest, KETV (TV) Omaha, Neb., has offered its feminine listeners the ultimate in prizes: a two-day stay in Hollywood topped by an appearance on the Liberace television show (ABC-TV, 1-1:30 p.m.). Housewives merely have to complete a statement in 25 additional words or less as to why they "would like to appear on

Fort Wayne's
Number 1
Network Radio Station*

WANE
Fort Wayne

CBS

Represented by Petry
**Pulse, April, 1958*

A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

CHRISTMAS SEALS AT WORK!

A most important medical discovery during the past year was a blood test for the detection of tuberculosis.

Made possible by your purchase of Christmas Seals—under a grant from the National Tuberculosis Association—it is now undergoing widespread trials.

Continue the fight against TB—send in your contribution today.

Buy and use Christmas Seals

This space contributed to the National Tuberculosis Association and its affiliates by

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

the . . . Liberace Show . . ." According to Eugene S. Thomas, KETV vice president and general manager, entries have noted Liberace's "wonderful personality . . . friendly smile . . . talent at the piano." Wrote one housewife: "I would enjoy meeting Liberace because I am Polish, too."

WRUL Airs S. A. Tour Seminars

Portions of a group of six international seminars conducted throughout South America by industrial and civic leaders of both North and South America will be broadcast by international station WRUL New York. The tour of 30 leaders of major private enterprises is being led by George V. Denny Jr., founder of the *Town Meeting of the Air* radio series. In each of the cities visited the local affiliated station of the World Wide Broadcasting System Network will record the seminar discussions and forward them to WRUL in New York, where they will be edited and broadcast in a series.

Brochure Describes Night Format

WPIX (TV) New York has invested $20,000 in an elaborate, 19 x 17 in. promotion mailing piece for its new programming concept, which sets aside each night of the week for a certain type of show. Example: Wednesday is mystery night, which the brochure illustrates with stills from the six mystery shows which run consecutively that night. The rest of the week: Adventure on Monday, sports on Tuesday, comedy on Thursday, drama on Friday, movies on Saturday and "family" shows on Sunday.

Airline Serves Grounded D.J.'s

As part of a major promotion in markets served by the airline, Northeast Airlines, a radio user, has been serving breakfast to station disc jockeys. By pre-arrangement with program directors, stewardesses have been marching into studios with trays of typical breakfasts served during flight. The airline reports it has received on-air attention from disc jockeys as a result.

Thermometer Plugs Spot Radio

Peters, Griffin, Woodward Inc., New York, station representative, has sent to advertisers and agencies a "gimmick" thermometer which "determines how retail sales are going while a campaign is running." On its current advertising brochure PGW affixed a tube containing a green fluid which rises when fingers grip the tube's base. A printed scale under the tube marked near the bottom: "Not enough spot radio"; and near the top: "Spot radio pays off." The brochure also includes a reprint of a radio advertisement which advises prospective clients to "take your sales temperature fast with spot radio."

KAKC Adds Punch to Pepsi Drive

KAKC Tulsa, Okla., and the Tulsa Pepsi-Cola Bottling Co. staged a direct mail promotion to tie-in with the bottling company's radio spot saturation campaign —the heaviest air schedule ever carried in Tulsa for a 13-week period, according to KAKC. Called a "Spotacular," the campaign was stepped up by sending empty Pepsi-Cola cartons to retail outlets. With the cartons went messages saying the spot drive had resulted in empty Pepsi-Cola cartons throughout the area and dealers should order more Pepsi.

Tv Ads Smile for WMT-TV

WMT-TV Cedar Rapids, Iowa, has rounded up a dozen of its advertising success stories for a brochure entitled "The Sweet Smile of Success," now being sent to advertisers and agencies. In introductory remarks WMT-TV declares ". . . it's the rock crusher of Iowa advertising and is capable of reducing mountains of sales resistance to talcum."

Attention Wins 'Shock' Album

WABC-TV New York is finding out to what extent viewers are glued to their sets (not to mention seats) during their late night horror films. Host Zacherley, the ghoulish impresario of *Shock Theatre,* is offering viewers an ABC-Paramount long-playing disc titled "Shock" should they correctly answer such questions (based on film scenes they just saw) as "What was the height of the cliff from which Lon Chaney was thrown?" The album contains such cheerful numbers as "Haunted Heart," "Gloomy Sunday," etc.

PRESSED INTO ACTION

Another attempt by print media to snipe at television brought an instant rebuttal from WTVJ (TV) Miami, Fla.

A brochure that the *Miami Herald* sent out maintained that the *Herald* delivered 87% more customers per ad dollar than WTVJ. The station replied with 1,000 brochures mailed to national and local advertisers and agencymen who use the *Herald.* In it WTVJ "corrects a number of faulty premises and incorrect figures to prove that WTVJ's advantage is actually 236% over the *Miami Herald.*" Using the paper's basis of figuring and matching Audit Bureau of Circulation figures with A. C. Nielsen's, WTVJ showed that its average cost-per-thousand is $1.02 compared with the *Herald's* $3.43 c-p-m.

WMIK Celebrates Tenth Year

WMIK Middlesboro, Ky., has announced that as part of its tenth anniversary festivities it will award cash prizes to listeners who correctly answer special questions dealing with events from the station's initial year, 1948. WMIK's promotion theme is "Leadership, in radio broadcasting and in service to the community by station personnel." Taped salutes from radio and recording stars as well as those from local and state government officials will be broadcast, according to WMIK.

NTA to Pick Best Film Promotion

NTA Film Network last week announced an on-the-air promotion contest for station promotion managers in support of the *Shirley Temple Film Festival* series of six feature films, which now are being telecast on 63 stations. At the conclusion of the *Festival* on Dec. 14, the NTA Film Network will select winners. The first prize will be a trip for two to Mexico and Bermuda; second prize, a mink stole, plus runner-up prizes including Necchi Mirella sewing machines and Westinghouse transistor radios.

KDKA Bricks Turn to Gold

KDKA Pittsburgh reported a capacity crowd of 3,800 turned out Nov. 8 for the first annual "Miss Brick Throw" beauty contest in the brick throwing promotion concocted by wake-up man Rege Cordic. Like other Cordic capers, the whole thing started as a gag on his program. Local firms and industries contributed more than 100 prizes —including, of course, bricks. An airline (KLM) got in the act by flying bricks from around the world.

how to keep
top giveaway shows
on top

The S. Jay Reiner Company, Inc.

155 Mineola Blvd, Mineola, N.Y. PI 7-5300

Eleven Years in Business •
Eleven Years of Dependability

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist with a record of many years of dependability.

S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station KTUL-TV of Tulsa, Okla. writes:

"We had excellent success with 'Play Marko', due in no small part to the excellence of the prizes, which made the difference between a good show and a bad one. I heartily recommend the S. Jay Reiner Co., to anyone planning this kind of show."

May we show you what we can do for you?

Station Authorizations, Applications

As Compiled by BROADCASTING

Nov. 13 through Nov. 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Existing Tv Stations

CALL LETTERS ASSIGNED

KTVE El Dorado, Ark.—South Arkansas Tv Co., ch. 10. Changed from KRBB.

KCCC-TV Sacramento, Calif.—Capitol Tv Co., ch. 40.

KALA Wailuku, Hawaii—Radio Honolulu Ltd., ch. 8.

Translators

APPLICATIONS

(Announced Nov. 13)

International Falls, Minn.—Minneonto Tv Inc., ch. 73; ERP 59.5 w. P.O. address Chamber of Commerce Bldg., Second Ave. and Fourth St., International Falls. To translate programs of WDSM-TV Duluth, Minn.

Kabetogama, Minn.—Minneonto Tv Inc., chs. 76 and 78; ERP 248 w. To translate programs of KDAL-TV and WDSM-TV Duluth, respectively.

Orr, Minn.—Minneonto Tv Inc., chs. 80 and 82; ERP 248 w. To translate programs of KDAL-TV and WDSM-TV, respectively.

Virginia, Minn.—Minneonto Tv Inc., ch. 74; ERP 71.5 w. To translate programs of WDSM-TV.

New Am Stations

ACTION BY FCC

New Boston, Ohio—Grady M. Sinyard—Granted 1010 kc, 500 w D. Announced Nov. 19.

APPLICATIONS

Roseville, Calif.—Service Bcstg. Co., 1110 kc, 500 w unl. P.O. address Box 1644, Modesto, Calif. Estimated construction cost $34,450, first year operating cost $72,000, revenue $90,000. Ownership: **Frank M. Helm** (65%), auto dealer and real estate man; **Donnelly C. Reeves** (25%), owner of KAHI Auburn and one-third of cp for KACY Port Hueneme, both California, and **Judson Sturtevant Jr.** (10%), one-third owner of KACY. Announced Nov. 17.

Clayton, Ga.—Blue Ridge Bcstg. Co., 1570 kc, 1 kw D. P.O. address Box 443, Seneca, S. C. Estimated construction cost $12,940, first year operating cost $31,440, revenue $30,000. Applicants are **Mr. and Mrs. J. A. Gallimore** who also own: 60% of **WLFA Lafayette, Ga.**; and 90% of **WSSC Sumter**; 50% of **WBHC Hampton**; 60% of **WBAW Barnwell**, and 52% of **WABV Abbeville**, all **South Carolina**. Announced Nov. 13.

Perry, Iowa—Perry Bcstg. Co., 1310 kc, 500 w D. P.O. address % **G. E. Whitehead**, Perry. Estimated construction cost $22,625, first year operating cost $36,000, revenue $48,000. **Willard D. Archie**, newspaper man, and Mr. Whitehead, printer, are equal partners. Announced Nov. 17.

Morganfield, Ky.—Union County Bcstg. Co., 1560 kc, 1 kw D. P.O. address Box 185, Campbellsville, Ky. Estimated construction cost $11,800, first year operating cost 32,850, revenue $47,450. One-third owners **R. L. Turner, W. B. Kelly** and **J. B. Crawley** also have interests in WTCO Campbellsville, WLOK Scottsville and WLOC Mumfordsville, all Kentucky. Announced Nov. 18.

Portland, Me.—Casco Bcstrs. Corp., 97.9 mc, 10 kw. P.O. address 212 Middle St. Estimated construction cost $14,515, first year operating cost $15,000, revenue $20,000. **Sherwood J. Tarlow** (50%) also has interest in WHIL Medford (94%) and WARE Ware (51%), both Massachusetts; WHYE Roanoke, Va. (35%); WWOK Charlotte, N. C. (51%), and is buying 51% of WJBW New Orleans. **Faust Couture** (25%) owns 99.6% of Twin City Bcstg. Co. (WCOU-AM-FM Lewiston, and WFAU Augusta, both Maine; 25% of WLOB Portland and 33⅓% of WGUY Bangor, both Maine. **Melvin L. Stone** (25%) owns 76.72% of WRUM Rumford, 55.49% of WGHM Skowhegan, 25% of WLOB Portland and 33⅓% of WSME Sanford, all Maine. Announced Nov. 13.

Greensboro, N. C.—Francis M. Fitzgerald, 1550 kc, 1 kw D. P.O. address 2331 Overhill Rd., Charlotte, N. C. Estimated construction cost $7,350, first year operating cost $36,200, revenue $40,000. Mr. Fitzgerald, sole owner, also owns WGIV Charlotte. Announced Nov. 19.

Chesterland, Ohio—Northern Ohio Bcstg. Co., 600 kc, 500 w D. P.O. address Herrick Dr. and Rt. 306. Estimated construction cost $116,680, first year operating cost $75,000, revenue $90,000. Applicant is composed of 13 stockholders, none of whom has subscribed for more than 15.1%. Announced Nov. 19.

Portland, Ore.—David M. Segal, 1550 kc, 5 kw D. P.O. address Box 98, Aurora-Denver, Colo. Estimated construction cost $25,000, first year operating cost $48,000, revenue $60,000. Mr. Segal, sole owner, has majority interest in KOBY San Francisco, KOSI Aurora and WGVM Greenville, Miss. Announced Nov. 17.

Boyertown, Pa.—Boyertown Bcstg. Co., 690 kc, 250 w D. P.O. address Box 88, Red Lion, Pa. Estimated construction cost $35,785, first year operating cost $44,615, revenue $53,975. Owners are **David G. Hendricks** (60%), announcer, WCGB Red Lion, and **Lester Greenwalt**, minority interest, WGSA Ephrata, Penn. Announced Nov. 14.

Metter, Ga.—Radio Metter, 1350 kc, 500 w D. P.O. address Box 391, Vidalia, Ga. Estimated construction cost $9,561, first year operating cost

CALIFORNIA
$175,000
250w Network affiliate in attractive climate area. Fast growing market. Efficient operation showing good profits. Easy terms to qualified buyer.

DAYTIME INDEPENDENT
$75,000
This is a small market operation and is showing a very nice profit. Some terms available.

MIDWEST DAYTIMER
$80,000
Profitable under absentee ownership. Ideal for owner-operator. $25,000 down. Excellent terms on balance.

OHIO FULLTIMER
Good power on good frequency. High fixed assets. Profitable. Can be more so. Also FM. $100,000 cash will handle down payment.

1000 WATT DAYTIMER
$175,000
Good frequency, 150,000 population market. Perfect for owner-operator. 29% down.

Call HAMILTON · STUBBLEFIELD · TWINING and Associates, Inc.

BROKERS — RADIO AND TELEVISION STATIONS — NEWSPAPERS

SAN FRANCISCO
111 Sutter St.
EX 2-5671

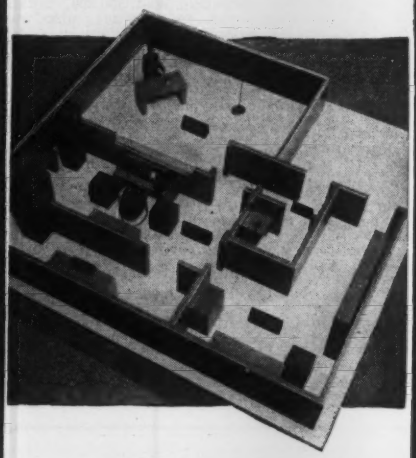
DALLAS
Fidelity Union Life Bldg.
RI 8-1175

CHICAGO
Tribune Tower
DE 7-2754

CLEVELAND
2414 Terminal Tower
TO 1-6727

WASHINGTON, D. C.
1737 DeSales St., N.W.
EX 3-3456

Planning a Radio Station?



One of RCA's three basic designs (Plans "A," "B," "C") for new or modernized stations may offer exactly the layout and facilities you require. Plan "B," for instance, provides the extra studio and storage space for efficient handling of the varied programs typical of a community or medium-size station. Studio, announce booth and record library room are part of this plan.

Now available free, without obligation, a complete station-planning brochure. Its floor plans, discussion of trends and equipment requirements may save you time and money. Write RCA, Dept. MD-22 Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

RCA Tmk(s)®

$28,600, revenue $35,000. **Howard C. Gilreath**, sole owner, also owns WGUS North Augusta, S. C., and WCLA Claxton, Ga. Announced Nov. 19.

Mayaguez, P. R.—WPRA Inc., 960 kc, 1 kw unl. P.O. address Box 869. Estimated construction cost $15,000, first year operating cost $50,000, revenue $70,000. Applicant is licensee of WPRA which has applied for move of its facilities to San Juan. Announced Nov. 19.

Gatesville, Tex.—Horace K. Jackson Sr., 1580 kc, 250 w D. P.O. address Gatesville. Estimated construction cost $17,490, first year operating cost $25,000, revenue $33,000. Mr. Jackson, sole owner, is insurance man. Announced Nov. 14.

Existing Am Stations

APPLICATIONS

WJLD Homewood, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KNEZ Lompoc, Calif.—Cp to increase power from 500 w to 1 kw and make changes in transmitting equipment.

KDES Palm Springs, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans.

KSYC Yreka, Calif.—Cp to change frequency from 1490 kc to 1380 kc; increase power from 250 w to 1 kw; change hours of operation from unl. to daytime and install new trans.

WLBB Carrollton, Ga.—Cp to increase power from 250 w to 1 kw and install new trans.

WPGC Morningside, Md.—Mod. of license to change main studio location and station location to Washington, D. C.

WGAW Gardner, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WESX Salem, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KRNY Kearney, Neb.—Cp to change frequency from 1460 kc to 910 kc and make changes in ant. system (increase height).

WBAB Babylon, N. Y.—Cp to increase power from 500 w to 1 kw and install new trans.

WEOK Poughkeepsie, N. Y.—Cp to increase power from 1 kw to 5 kw, install directional ant. daytime and new trans.

KGAY Salem, Ore.—Cp to change frequency from 1430 kc to 1550 kc.

WXRF Guayama, P. R.—Cp to change frequency from 1590 kc to 1320 kc. (Contingent on grant of WRIO change frequency.)

WPRA Mayaguez, P. R.—Cp to change power from 10 kw unl. to 1 kw, 10 kw LS; change from DA day and night to non-directional ant.; change ant.-trans. and studio location; changes in ground system and change station location to San Juan, P. R., and operate trans. by remote control.

KZUN Opportunity, Wash.—Cp to increase power from 500 w to 1 kw and make changes in ant. system (increase height).

KWSC Pullman, Wash.—Mod. of license to change hours of operation from fulltime day and share nighttime (KTW) to unl.

CALL LETTERS ASSIGNED

WAVC Boaz, Ala.—Marshall County Bcstg. Co., 1300 kc.

WFAB Miami-South Miami, Fla.—Louis G. Jacobs, 990 kc.

WLOD Pompano Beach, Fla.—Pompano Beach Bcstg. Corp., 980 kc.

KLEO Wichita, Kan.—Radio Active Inc., 1480 kc.

WLSN Wilson, N. C.—Harry A. Epperson Jr., 1350 kc.

KIMB Kimball, Neb.—Kimball Bcstg. Co., 1260 kc.

KTSA San Antonio, Tex.—Sunshine Bcstg. Co., 550 kc. Changed from KAKI, effective Nov. 27.

WEEL Fairfax, Va.—O. K. Bcstg. Co., 1310 kc. Changed from WFCR, effective Jan. 1.

New Fm Stations

APPLICATIONS

Newhall, Calif.—Newhall Bcstg. Co., 95.1 mc, 1 kw. P.O. address 722 Mott St., San Fernando, Calif. Estimated construction cost $13,135, first year operating cost $30,000, revenue $35,000. **Manuel Martinez**, sole owner, is in furniture. Announced Nov. 17.

San Luis Obispo, Calif.—KATY Inc., 99.9 mc, 3.77 kw. P.O. address Box 700. Estimated construction cost $9,920, first year operating cost $11,800, revenue $15,600. Applicant is licensee of KATY San Luis Obispo. Announced Nov. 17.

Arlington Heights, Ill.—John D. Morgan, 92.7 mc, 1.20 kw. P.O. address 321 S. Drury Lane. Estimated construction cost $46,850, first year operating cost $12,000, revenue $19,500. Mr. Morgan, sole owner, is in advertising. Announced Nov. 17.

Fitchburg, Mass.—Wachusett Bcstg. Corp., 104.7 mc, 20 kw. P.O. address 455 Main St. Estimated construction cost $16,000, first year operating cost $1,200. Applicant is licensee of WFGN Fitchburg. Announced Nov. 19.

Pittsburgh, Pa.—WPIT Inc., 101.5 mc, 19 kw. P.O. address 213 Smithfield St. Estimated construction cost none—equipment on hand. First year operating cost $2,500. Applicant is licensee of WPIT Pittsburgh. Announced Nov. 14.

Staunton, Va.—American Home Bcstg. Corp., 102.5 mc, 0.630 kw. P.O. address Box 446 Staunton. Estimated construction cost $7,735, first year operating cost $7,075, revenue $7,220. **Lloyd Gochenour** (80%) and **Charles E. Heatwole** (20%) are with WAFC Staunton. Announced Nov. 13.

Madison, Wis.—Paul A. Stewart Enterprises, 102.5 mc, 3.45 kw. P.O. address Box 504. Estimated construction cost $15,000, first year operating cost $9,000, revenue $10,000. Mr. Stewart, sole owner, is in insurance and real estate. Announced Nov. 19.

Existing Fm Stations

CALL LETTERS ASSIGNED

WIBC-FM Indianapolis, Ind.—WIBC Inc., 93.1 mc.

WSFC-FM Somerset, Ky.—Southeastern Bcstg. Co., 92.3 mc.

KEGA Eugene, Ore.—KEED Inc., 93.1 mc.

WMPS-FM Memphis, Tenn.—WMPS Inc., 97.1 mc.

KHGM Houston, Tex.—Taft Bcstg. Co., 102.9 mc.

WKNA Charleston, W. Va.—Joe L. Smith Jr., 98.5 mc.

Ownership Changes

ACTIONS BY FCC

KFSA Fort Smith, Ark.—Granted transfer of control from **Southwestern Radio and Television Co.** to **Southwestern Operating Co.**, which owned transferee company, now dissolved. Announced Nov. 19.

KCMJ Palm Springs, Calif.—Granted assignment of license to KCMJ Inc. (**Robert D. Blashek**, president); consideration $200,000, assignor's shareholders to be employed as consultants for seven years at $7,000 per year plus agreement not to compete within 50 miles of Palm Springs for five years. Stockholders of assignee are **Cole W. Wylie** (KREW Sunnyside, Wash.) and **Louis Wasmer**. Announced Nov. 19.

KBLF Red Bluff, Calif.—Granted transfer of control from **R. G. Frey** and **Rawlins Coffman** to **Lynn** and **Winnie E. Smoot**; consideration $25,000 for 51.1% interest. Announced Nov. 19.

KFMA Davenport, Iowa—Granted assignment of license to **Doralcar Associates Inc.** (Howard

ALLEN KANDER AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3523

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 DeSales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. PIlgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel.: JAckson 6-4386 P.O. Box 82
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antennas
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

SERVICE DIRECTORY

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 85,000* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave., Cambridge 38, Mass.
Phone TRowbridge 6-2810

Contact
BROADCASTING MAGAZINE
1735 DeSales St., N. W.
Washington 6, D. C.
for availabilities

Dorsey, president); consideration $85,000. Announced Nov. 19.

WJBW New Orleans, La.—Granted (1) renewal of license and (2) assignment of license to **Radio New Orleans Inc.** (**Sherwood J. Tarlow**, president, has interest in WARE Ware, and WHIL Medford, Mass.; WHYE Roanoke, Va.; WLOB Portland, Me., and WWOK Charlotte, N. C.); consideration $175,000. Announced Nov. 19.

WTPS New Orleans, La.—Granted assignment of license to Rounsaville of New Orleans Inc. (**Robert W. Rounsaville**, owner of WQXI Atlanta; WCIN Cincinnati; WTMP Tampa; WMBM Miami Beach; WLOU Louisville, WVOL Nashville, and WYLD New Orleans); consideration $170,000; subject to condition that assignment not be consummated until assignee has disposed of all interest in WYLD. Announced Nov. 19.

WYLD New Orleans, La.—Granted assignment of license and cp to **Connie B. Gay** (owner of WFTC Kinston, N. C., and KITE San Antonio, Tex., and majority interests in WTCR Ashland, Ky.); consideration $170,000. Announced Nov. 19.

WILD Boston, Mass.—Granted assignment of license to **Noble Bcstg. Corp.** (**Nelson B. Noble**, president); consideration $200,000. Announced Nov. 19.

WKBZ Muskegon, Mich.—Granted transfer of control from **Arch Shawd** to **WKBZ Radio Corp.** (**Frederick L. Allman**, president, has interest in WTRX Bellaire, Ohio; WKYR Keyser, W. Va., and WREL Lexington, Va.); consideration $200,-200 plus $1,000 a month for 10 months to Mr. Shawd for consultant services. Announced Nov. 19.

KWYR Winner, S. D.—Granted transfer of control from **William H. Finch**, et al., to **A. L. Clark**, et al.; consideration $31,026 for 92.46% interest. Announced Nov. 19.

KEAN Brownwood, Tex.—Granted acquisition of negative control by **C. E. Farren** and **Pat Farren Davidson** (each now having one-third interest) by purchase of remaining third interest from **Clifford J. Farren** for $4,751. Announced Nov. 19.

KSWA Graham, Tex.—Granted assignment of licenses from **J. Earl** and **Gilbert T. Webb** to **Burney B. Jones** and **Neil J. Gilligan Jr.**, d/b as **Jones & Gilligan**; consideration $71,250. Announced Nov. 19.

WSKI Montpelier, Vt.—Granted transfer of control from **Ellis E. Erdman**, et al., to **Eben** and **Elinor M. Parsons** and **Daniel B.** and **Elaine P. Ruggles**; consideration $109,500. Announced Nov. 19.

KPKW Pasco, Wash.—Granted assignment of license to **Robin Hill**; consideration $38,500. Announced Nov. 19.

APPLICATIONS

KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku, all Hawaii—Seek transfer of control (75.45%) of licensee (**Hawaiian Bcstg. System**) from **Consolidated Amusement Co.** to **Hialand Development Corp.** for $8,088,249. Buyer is composed of 17 stockholders, largest owning 12½%, three of whom have fractional interest in KARD (TV) Wichita, Kan., and one of whom has 12½% interest in KWTV (TV) Oklahoma City. Announced Nov. 13.

WEND Baton Rouge, La.—Seeks transfer of 100% of licensee (**VOX Inc.**) from **Charles E. Ray** et al to **Capital Bcstrs. Inc.** for $75,000. Transferee includes **Bruce Broussard** (20%), WEND general manager; **Robert S. Boeker** (20%), one-third owner of WFPR Hammond, La.; and **Kainor Carson** (19.4%), WEND employe. Announced Nov. 18.

WGAY and **WAYL-FM Silver Spring, Md.**—Seek assignment of license of former and cp for latter from **Tri-Suburban Bcstg. Corp.** to **Connie B. Gay** for $456,000. Mr. Gay also owns 67.9% of WTCR Ashland, Ky., and 100% of WFTC Kinston, N. C., and KITE San Antonio, Tex. Announced Nov. 14.

WWDC-AM-FM Silver Spring, Md., and **WMBR-AM-FM Jacksonville, Fla.**—Seek involuntary transfer of 95.65% of former and 100% of latter from **Joseph Katz** to **Leslie Katz** and **Benjamin Strouse**, executors of estate of **Joseph** Katz. Transferees are executives in both stations. Mr. Strouse also owns 25% of WEBB Dundalk, Md., and 49% of WFMZ (TV) Allentown, Pa. Announced Nov. 14.

KWRE Warrenton, Mo.—Seeks assignment of license from **W. T. Zimmerman** to **KWRE Radio Inc.** for $65,000 for assets other than real estate and $25,000 for 10-year consultancy. Buyers are equal partners **James S. Johnson**, employe, KWK St. Louis, and **Harry G. Kline**, food brokerage representative. Announced Nov. 14.

WKIX-AM-FM Raleigh, N. C.—Seeks assignment of license from **Ted Oberfelder Bcstg. Co.** to **WKIX Bcstg. Co.** for $215,000. Buyers are equal partners **Ralph C. Price**, owner of WFVG Fuquay Springs, N. C.; **James M. Stephenson**, farm owner; **Hugh E. Holder**, WFVG general manager, and **James G. W. MacLamroch**, real estate man. Announced Nov. 18.

KWRC Pendleton, Ore.—Seeks assignment of license from **Western Radio Corp.** to **WSC Bcstg. Co. of Ore.** (**Fred W. Stevens**, 86.7% owner) for $37,500. Mr. Stevens is in auto insurance and auto sales. Announced Nov. 18.

WWWW Rio Piedras, P. R.—Seeks assignment of license from **Frank A. Gandia** to Abacoa Radio Corp. for $50,000. **Manuel Piralio-Lopez** (27.77% of WISO Ponce and 45% of WAEL Mayaguez, both Puerto Rico) and **Carlos Piralio-Lopez** (14.72% of WISO and 5% of WAEL) each will own 37.5%. Announced Nov. 14.

WWBD Bamberg, S. C.—Seeks transfer of control of licensee (**Bamberg County Bcstg. Corp.**) from **P. Eugene Brabham** et al to **Joe Speidel III.** Mr. Speidel (also owner of WOIC Columbia and WPAL Charleston, both South Carolina) increases ownership of WWBD to 100% through purchase of 59.05% for $47,500. Announced Nov. 14.

WHLP Centerville, Tenn.—Seeks assignment of license from **Tri-County Bcstg. Co.** of **Hickman, Lewis and Perry Counties** to **Trans-Air Broadcast Corp.** for $26,250. Purchaser is equally owned by **William R. McDaniel** (former owner of 40% of WCTW Whitesburg, Ky., and WHBT Harriman, Tenn.), and **Eugene N. Hester**, battery manufacturer. Announced Nov. 13.

WBAC Cleveland, Tenn.—Seeks involuntary transfer of negative control (50%) of licensee (**Fitch & Kile Inc.**) from **Thad F. Fitch** to **Susan M. Fitch**, executrix of estate of Mr. Fitch, deceased. Announced Nov. 18.

WCHV Charlottesville, Va.—Seeks assignment of license from **Charles Barham Jr.** and **Emmalou W. Barham**, d/b as **Barham and Barham**, to **Eastern Bcstg. Corp.** for $200,000. Buyer is WCHV announcer **Nash L. Tatum Jr.** Announced Nov. 13.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Oct. 3 initial decision and granted application of **Grady M. Sinyard** for new am station to operate on 1010 kc, 500 w DA, D, in **New Boston, Ohio.**

By order of Nov. 19, Commission granted petition by Broadcast Bureau and Ben Hill Bcstg. Corp. to cancel oral argument and dismiss latter's application for mod. of cp of station WBHB Fitzgerald, Ga.; cancelled oral argument scheduled for Nov. 20 and dismissed Ben Hill application with prejudice.

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of James S. Rivers Inc. to change facilities of station WJAZ Albany, Ga., from 1050 kc, 1 kw D to 960 kc, 5 kw DA, D. Announced Nov. 18.

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of L. Berenice Brownlow for new am station to operate on 1600 kc, 1 kw D, in St. Helens, Ore. Announced Nov. 14.

OTHER ACTIONS

(Announced Nov. 19)

By memorandum opinion and order, Commission (1) granted petitions by Alfred Ray Fuchs (KTJS), Hobart, Okla., and Joseph S. Lodato, Santa Rosa, N. M., for reconsideration of Oct. 22 order, and (2) dismissed as moot their petitions for severance of their am applications.

By memorandum opinion and order, Commission (1) denied motion by Musical Heights Inc., to strike comments by Monocacy Bcstg. Co. (WFMD), Frederick, Md., and (2) granted petition by Richard F. Lewis Jr. Inc. (WAYZ), Waynesboro, Pa., for enlargement of issues in proceeding on Musical Heights application for new am station to operate on 1370 kc, 500 w DA, D, in Braddock Heights, Md. Comr. Cross dissented.

By order of Nov. 19, Commission granted petitions by Broadcast Bureau and Ben Hill Bcstg. Corp. to cancel oral argument and dismiss latter's application for mod. of cp of station WBHB Fitzgerald, Ga.; cancelled oral argument scheduled for Nov. 20 and dismissed Ben Hill application with prejudice.

Commission adopted correction to its April 21 supplemental decision (which affirmed grant of application of Beaumont Bcstg. Corp. for new tv station [KFDM-TV] to operate on ch. 6 in Beaumont, Tex., and denied competing application of The Enterprise Co.) to correct data on overlap of contours in findings of fact and conclusions; no change in ultimate conclusions or ordering clause of decision was made. Comrs. Ford and Cross not participating. Action stems from motion by Beaumont to correct record, and no party to proceeding objected.

By separate memorandum opinions and orders, Commission (1) pursuant to Court of Appeals remand, ordered oral argument before Commission en banc, at date to be announced by subsequent order, in proceeding on applications of **Crosley Bcstg. Corp.** (WLWI) and **WIBC Inc.**, for new tv stations to operate on ch. 13 in **Indianapolis, Ind.**; (2) denied petition by WIBC for joint operation on ch. 13 by two applicants under trusteeship, denied WIBC request for oral argument on its petition, and granted request of Crosley for special temporary authorization to

Continued on page 116

NEW
CHECK THESE NEW COLLINS FEATURES BEFORE YOU BUY ANY OTHER LIMITING AMPLIFIER
COLLINS
26U-1
LIMITING
AMPLIFIER
* Capable of 30 db compression
* Silicon rectifiers and special electrolitic capacitors for extra years of maintenance-free service
* Illuminated 4-inch VU meter monitors five functions
* New self-balancing circuit eliminates necessity of tube selection
* Step-type input and output controls
* Hinged front panel for access to internal wiring and components
* NEW low price — only $475.00
Contact your Collins representative for specifications
COLLINS
CREATIVE LEADER IN COMMUNICATION
COLLINS RADIO COMPANY, Cedar Rapids, Iowa

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Advertising teacher for creative and sales courses in large midwestern school of journalism. Newspaper, radio-tv, or agency background necessary. Send personal application with resume of professional and teaching experience and degree or degrees. Box 720G, BROADCASTING.

Attention all managers, sales managers, salesmen, program directors, disc jockeys, production men, engineers and combo men! Are you ready for the big time? America's fastest growing radio group needs qualified and experienced personnel in all of the above categories for major market stations. If you are interested in a career with top pay and many extra benefits, tell us all in your first letter. All replies will be held confidential. Sorry, but we can not return tapes. Reply Box 722G, BROADCASTING.

Management

Commercial manager capable of moving up to station manager in California group operation. Guarantee against percentage. Send full story of yourself to Box 733G, BROADCASTING.

Sales manager for aggressive new independent, upstate New York metropolitan market. Excellent future. Full details first letter. Box 758G, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Inland Muzak franchise needs top industrial salesman. If successful, a very nice salary and equity can be yours. Box 695G, BROADCASTING.

Aggressive, promotion minded salesman for top-ranking station in medium-sized market. Unusual opportunity and potential for man willing to work. Send full particulars and photo. Box 726G, BROADCASTING.

Northern Illinois—independent top money and future for salesman who loves to sell. Box 746G, BROADCASTING.

Small—medium market managers—sales managers—come to the city and sell for the south's most progressive Negro radio group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunities unlimited—aggressive men 28 to 39. Send complete resume first letter. Box 785G, BROADCASTING.

Salesmen—Florida suncoast. Must have exceptional sales ability with record for producing. Opportunities unlimited for the right men. Boom area—expanding organization. Needed immediately. Salary open. J. L. Garrett, Mgr., WDCL, Clearwater, Florida.

Men wanting a larger opportunity. Must be of good character and willing to learn and work hard. In addition, an automobile is required. General knowledge of the media field as well as some sales background would be helpful. Your income will be in proportion to your ability. Interviews will be conducted in Atlanta, Chicago, New York and Washington. For further information, please write Paul H. Chapman, Media Broker, 1182 West Peachtree, Atlanta.

Announcers

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employes know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

Wanted: Announcer with first class—for southern independent. Start $4160.00 year. Increase in 3 months. News gathering and newscasting important. Engineering minimum. If interested in long term proposition—contact. If you think you're about the best and find yourself the most important part of any operation you've associated with—don't contact. We want a sincere, down to earth man who wants solid security for his family. Box 707G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Good pay to start with even better pay later. Announcer needed growing station in America's land of opportunity. The magnificient southwest. Dry, healthful climate. Experience required, commission on sales, too, if you want to add to your income. Good references necessary, pleasant personality. Send tape and details to Box 757G, BROADCASTING.

Gabby announcer with first class ticket. Good pay, steady work. Box 765G, BROADCASTING.

Daytime popular wants A-1 personality announcer. Top salary, plus 15% of anything he sells. Not necessarily looking for network announcer, but man who really sells products ad lib. Rush tape, resume, Box 869, Medford, Oregon.

KBUD, Athens, Texas seeking experienced announcer. Salary $325.00 month.

Wanted immediately. Announcer with first phone, no maintenance. Excellent opportunity for advancement. Come to America's winter and summer vacationland. Write, phone, wire. Norm Kurtz, KGEZ, Kalispell, Montana.

Wanted by an old, 23 year, well established 5,000 watt independent station, KIUP, Durango, Colorado, has opening for dependable, experienced engineer-announcer. Accent on announcing. No maintenance. Must have first ticket. Floaters, drunks and glamour boys do not apply. References will be thoroughly checked. Send tape, resume of background and salary expected to KIUP, P.O. Box 641, Durango, Colorado.

Quality announcer, first ticket. Send complete information, tape, photo to John Aldern, KZIX, Fort Collins, Colorado.

A morning announcer. Apply station WAMD, Aberdeen, Md.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

Virginia kilowatt daytimer wants experienced staff announcer for all-around station work, primarily news and music shows. Some selling possible. Should have car but not imperative. No hot shots need apply. Present man headed for draft. Will consider radio school graduate who likes small town. John D. Wilson, manager, Radio Station WFLO, Farmville, Virginia.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

A good announcer who is interested in sales work. Good job with many benefits. Please send complete information and background to WVOP, Vidalia, Georgia.

If you want to get out of the rat race into a small but active, beautiful resort area market of Ellsworth-Bar Harbor, Maine, you may be interested in our new station. You get security, advancement, good income and excellent place to bring up a family. We get stable creative, experienced talent. Positions for program manager-announcer and announcer-engineer (first class). Require a written resume of experience, references and tape of air work. Please read this carefully. We do not want to waste your time. Coastal Broadcasting Company, Inc., Ellsworth, Maine.

Reached your potential as an announcer? We can train you to earn more in radio time sales in one of our 8 radio-television stations. Excellent opportunities for advancement to management. Send resume and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

#1 station in central Kentucky looking for top dj with first phone. This is a good position for young man who wants to move with an aggressive organization. Rush tape, resume, to Ted Estabrook, 49 East 96th Street, N.Y.C., phone AT 9-6787.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Experienced radio engineer, must be combo man and a good mechanic. Highest wages paid, must furnish reference. Cut or no notice. Write Box 705G, BROADCASTING.

Independent Connecticut daytime—combo man with 1st ticket for chief engineer position. Send resume, tape to Box 706G, BROADCASTING.

KW daytimer in bluegrass needs experienced combo-engineer, announcer, salesman, WKLX, Box 141, Paris, Kentucky.

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able to live and work well with others. Liberal time off. Send tape, reference, salary requirements to WMIT, Charlotte, N. C.

Engineer wanted immediately for WMPM, Smithfield, N. C. No announcing, no sales. Call John Townsend at 9-6651 in Durham, N. C.

Immediate opening for engineer at WSBA radio-tv, York, Pennsylvania. For full details, contact Glenn Winter at York 25-531.

First class engineer-announcer wanted. New station. Salary according to experience. Immediate opening. Call Leon Beaver, 919 Copperhill, Tennessee or 6321 Ducktown, Tennessee.

Mobile radio technician wanted. Must be experienced on two-way Motorola, G.E. communications equipment. Must be capable of checking out systems without assistance. Second class license or above. Call T. C. Wood, Jr., Edison 3-1102, Charlotte, N. C.

Production-Programming, Others

Program director opportunity. Outstanding opportunities with one of the best known southern radio stations. Must be outstandingly efficient with success record format, modern but not wild. Character station need of a character man. Salary open. Air work big asset but no deciding factor. Send outline and picture immediately, tape if you do air work. Drifters and incompetents would be wasting their time. Box 763G, BROADCASTING.

Girl writer-announcer in resort area radio station. Box 766G, BROADCASTING.

Eastern station has opening for newsman-announcer. Good voice with experience. Profit-sharing and insurance plans. Actors, singers and hillbillies do not apply. Box 770G, BROADCASTING.

Newsman-announcer combination to complete three man news operation in northeastern Ohio metropolitan operation. Must be able gather, write and air news and do some board work. Excellent working conditions with good salary-talent setup. Send photo, tape, resume first letter. Box 783G, BROADCASTING.

KBKC, modern radio for Kansas City, is searching for a news director. Adequate news background, authoritative, smooth delivery. Have good pay for the right man. Send tape, picture and information to Roy Stanley, KBKC, Mission, Kansas.

WSWW, Platteville, Wisconsin, seeking reliable, experienced newsman to gather, write and air tri-county news. Must like community of 6500. Only honest, sober, and industrious newsmen need apply. Send tape, resume, picture and references.

RADIO

Situations Wanted

One complete experienced radio staff including; station manager - announcer - salesman - program director-announcer-two announcer. Experience included remotes, special events, record hops, newscasting, traffic, record liberarian, also traffic and copy writer. All this in five people. The staff is from a small midwesten station. Box 729G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Napoleon Jones . . . The only man in America, who can take a biscuit apart, and put it back together again.

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. Robert R. Feagin, General Manager, WPDQ, Jacksonville, Fla., wrote, "I would like to express WPDQ's appreciation of your excellent service. Not only have your reports been a highlight of our operation, but the prestige of our frequent news beats through you alert news reporters has been a major factor in our audience growth. I heartily commend you for your outstanding work. We consider you one of the basic reasons why a recent audience survey shows us No. 1 throughout the Jacksonville area." Jock calls you mornings and evenings with several exclusive news stories, featuring the voices of the newsmakers. Specially designed console feeding equipment guarantees high broadcast quality. Tailored individually with your call letters fore and aft, Jock will report to your listeners from your Washington Newsroom. Jock Laurence and the voices in the news is the original regularly scheduled "beeper" news service to network affiliates and independents alike. His roster of long-time clients includes CBS, NBC and ABC affiliates who, like the independent stations, are proud of the sound and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your listeners. The 45-second capsuled national, international and local reports are designed for insertion in your newscasts. Since pioneering this unique service two-and-a-half years ago, several imitators have appeared and faded from the scene. Don't buy the imitators before you hear a free audition and compare. Call, wire or write for a list of client stations nearest you and check our reputation and quality of news thoroughly. Jock Laurence Radio News Network, Chastleton Hotel, Suite 715, 1701 16th St., N.W., Washington 9, D. C., ADams 2-8152. Member: Senate-House Radio-TV Gallery, Radio-TV Correspondents Association, National Press Club.

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

The **BIG MONEY** goes to

F.C.C. LICENSED MEN

F.C.C. License — the Key to Better Jobs

An F.C.C. *commercial* (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualifications in electronics. Employers are eager to hire *licensed* technicians.

Grantham Training Prepares You

Grantham School of Electronics *specializes* in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. A beginner may qualify for his first class FCC license in as little as 12 weeks.

Learn by Mail or in Residence

The Grantham F.C.C. License Course in Communications Electronics is available by correspondence or in resident classes. You may enroll for either type course at any of the three Grantham Schools — at Washington, Hollywood, or Seattle.

Write for Free Booklet

For our free booklet giving complete details concerning our F.C.C. license training, write to the Grantham School nearest you and ask for Booklet 89-R.

WASHINGTON D. C.	Grantham School of Electronics 821-19th Street, N. W. Washington 6, D. C.
HOLLYWOOD CALIF.	Grantham School of Electronics 1505 N. Western Avenue Hollywood 27, California
SEATTLE WASH.	Grantham School of Electronics 408 Marion Street Seattle, Washington

RADIO

Situations Wanted—(Cont'd)

Management

Capable, experienced manager of small-market am or tv station willing to complicate your tax problems by producing more and more revenue. Pacific northwest. Write Box 681G, BROADCASTING.

Looking for profits? Successful manager, experienced in all phases, desires to lease station or manage with salary plus percentage. Excellent references. Box 682G, BROADCASTING.

Now managing small market music and news indie. Looking for larger market to manager or sales manage, up to 25,000. Now making $8,000 a year, want to make 12, will work for it. Can do everything, sports, engineering. College grad. (Journalism). Professional radio and tv school. Interested in am-tv situation. First phone. Box 684G, BROADCASTING.

Manager for small-medium small market southern station Sales manager with 13 years experience all phases operation, 31, college, family, civic-minded. Best references. Box 685G, BROADCASTING.

Programming to boost ratings. Sales to boost revenue. Management personality to boost prestige. Now managing number "one" in 3-station market. Ready for "big job." Box 728G, BROADCASTING.

General manager for southwest market greater than 100,000. Young, successful sales manager. Currently with one of nation's leading independent station groups. Station must be independent or willing to drop network in favor of money. $10,000. Box 751G, BROADCASTING.

Sales manager-general manager, 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 701G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 522G, BROADCASTING.

Terrific coordinator, 3 years network experience interested sales-programming. Box 788G, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Where is that first job for an ambitious beginner? News, dj, staff. Box 739G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 519G, BROADCASTING.

Girl—dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 520G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 521G, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Announcer-dj; operate board. Strong, copy, sales, gimmicks. Cooperative, reliable. Box 678G, BROADCASTING.

News! Dynamic! Creative! Authoritative! Tape on request. Box 740G, BROADCASTING.

Announcer - dj - personality - first phone. Good news. Adult programming featuring music; classical, standards and jazz. No rock and roll. Midnight to dawn or late shift in western United States, California preferred. Have done sales and written copy. Baseball and football play-by-play. Color on all sports. Minimum weekly salary $100.00. Currently employed. Write Box 727G, BROADCASTING.

Professional experience includes network production. M. A. degree from leading university. First ticket. Happily married. 30. Friendly, commercially-minded, and creative. Ready to settle permanently with healthy organization. Box 730G, BROADCASTING.

Newest voice in radio—Strong on news, know music. Box 738G, BROADCASTING.

Personable, hard sell announcer for radio, tv or combination. 24, vet, college plus experience. For photo and tape write Box 753G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Breezy, versatile deejay with experience. Indiana, Ohio, Kentucky, area. Box 748G, BROADCASTING.

Country music personality looking for steady employment in south-east. Have thorough knowledge of my music. May I send you a tape? Write Box 749G, BROADCASTING.

No box tops needed, just complete this sentence, we would like your tape and picture because. Act now. Box 754G, BROADCASTING.

Available immediately. 1st phone announcer, no maintenance. $80, no car. Box 759G, BROADCASTING.

Announcer, 4 years experience, mid-twenties, all phases of radio: News, sports, dj, idea man for production tapes. Married. $100 minimum. Looking for station wth possible advancement. Now employed. Box 764G, BROADCASTING.

"Do-everything-announcer," wants small market full time. One year part-time experience. Box 769G, BROADCASTING.

Robert T. Spaudling announcer-personality disc jockey, friendly commercial, good news. Box 771G, BROADCASTING.

Announcer light but good experience, much potential. Desires music, news indie. Tape, travel. Box 772G, BROADCASTING.

Non-Caucasian: New York girl, desires dj/newscaster position. Experienced. College. Very attractive. Excellent diction. Box 773G, BROADCASTING.

Hungry for talent? Be the first to send for my tape and get someone who can really sell. Married, veteran, ready to travel. Box 774G, BROADCASTING.

Sportscaster desires baseball, basketball, football. Also news, dj, operate board. Married, college, vet. Best offer. Go anywhere. Box 775G, BROADCASTING.

Fast! Clever! Voice! College, single, 27, experienced. Take me and get a lot for your disc jockey money, workwise, that is! Box 779G, BROADCASTING.

First class announcer, 1st class phone, 3 years experience, $100. Box 780G, BROADCASTING.

DJ announcer, negro, experienced news, commercials, operate board. Prefer south or southwest. Box 786G, BROADCASTING.

This is a radio man! Six years. First phone. DJ-sportscaster-copywriter, creative production work. Also knows managerial side. 14215 Riverside Drive, Van Nuys, California.

Country and western dj. Due to a change to a combination operation, WKTC is forced to part with one of Charlotte's top c & w disc jockies. We highly recommend this man, who will fit your needs for a dependable all-around c & w disc jockey. For further information call the Manager or Program Director of WKTC, Charlotte, N. C., Edison 3-1102.

Permanent position. Announcer, or news dept. quality station. Experience dates back ten years. T. Jerome Bishop, 3301 Proctor Street, Charleston Heights, S. C.

Announcer-disc jockey platter specialties. 3 years experience. Strong commercials, news—permanent position wanted. Young, single, eager. Hard worker. Tape, resume, references. Reno Martin, 681 Seymour Drive, North Augusta, S. C., TAylor 4-7332.

News director, newscaster, and news commentator with ten years successful news commentating in northwest. Public relations. Recognized editorialist. Seeking stable connection. Jess Mason, Country Editor of the Air, Carson City, Nevada.

Available!!! A Mike that makes money. Good looking, top flight, known personality to bring you overwhelming response from sponsor and listeners. Wire, write, or call after 7 p.m.: Mike Pace, 327 Bradford St., Brooklyn 7, N. Y., EVergreen 5-0153.

Technical

Engineer-announcer-Spanish and English. Ten years presentation Spanish programs with large following, excellent maintenance, excellent Spanish, first class phone. Reply Box 693G, BROADCASTING.

Engineer: Sober, single, solid background, salary open. Experienced all radio. Box 723G, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

Technical

Communications officer, Maritime service, desires broadcast or television position west or southwest. No announcing; first phone; 12 years electronics, including 1½ broadcasting; LaSalle Business graduate, accounting student. Alban Hatzell, Box 252, Phillipsburg, Kansas.

Production-Programming, Others

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Never topped on tv. #1 rated newscaster, 7 years big eastern market am-tv. Network exclusives, creative writer documentaries. College through masters—34, married, excellent voice, appearance, character. Power-boost for your station. Box 690G, BROADCASTING.

Newsman: Former news director with announcing and production background, desires opportunity for on the spot coverage of local news. Has tape mobile unit and police radio. East only. Box 752G, BROADCASTING.

Newsman, experienced all phases radio-tv news; emphasis "depth" reporting. Journalism degree; 7 years with leading bureau; 2 years college journalism teaching. Veteran; 32; top references. Available June 59; must decide by January 1. Prefer southwest or midwest. Box 762G, BROADCASTING.

TELEVISION

Help Wanted

Sales

CBS affiliate in Kentucky needs aggressive, imaginative salesman. Opportunity to grow with present station and chain. Address complete details to Box 756G, BROADCASTING.

Want permanent hard-working salesman for progressive southwestern location. No place for hot-shots or high-pressure artists. If you have good educational background, and if you have had tv sales experience, or have been sales manager or manager of small market radio station, and maybe had some announcing experience also, and if you sincerely want to work hard to merit advancement to administrative responsibility, then write Box 760G, BROADCASTING.

Announcers

Announcer—midwest television station. Television experience not necessary, but radio background is a must. Prefer man from Illinois, Indiana, Iowa, Missouri area. Young, willing to learn and grow with top rated, progressive station. Salary open, based on experience and ability. Send pictures and complete background, including available date to Box 668G, BROADCASTING.

Technical

Maintenance supervisor: for tv station increasing power. Must have experience in installation of equipment and good maintenance man. Leadership needed to train inexperienced personnel. Opportunity to grow with growing station. Box 704G, BROADCASTING.

Two engineers needed by south Texas vhf station. Box 743G, BROADCASTING.

Immediate opening for experienced video engineer with progressive vhf station. Contact Chief Engineer, WJBF, Augusta, Ga.

Production-Programming, Others

Young lady wanted, age 18 to 24, attractive, for television programs and office work, small eastern station, $60.00 plus talent per week. Must be free to travel. Send picture and data to Box 600G, BROADCASTING.

Photographer-commercial artist. Man or woman who can handle layout and slide photography for southern vhf full power station. TV experience not essential if you have proof of ability. Box 734G, BROADCASTING.

Continuity writer for full power vhf south. Can open door to sales or production career. Box 735G, BROADCASTING.

TELEVISION

Situations Wanted

Management

TV—station or sales manager. Mature man with ten years in management of top market station. Ran sales office in New York, Chicago, etc. Created impressive revenue. Planned programming, bought films, etc. Now, advertising manager major market daily with desire to return to tv. Good radio background, too. Box 669G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

Announcers

Sports announcer—disc jockey-salesman, 9 years radio-tv. Married. Available immediately. Box 646G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials, versatile. Box 676G, BROADCASTING.

Experienced announcer-director, presently employed, mature, quality type-booth, on camera, news, weather, commercials, program host. Married, veteran, theatrical background. Box 689G, BROADCASTING.

Available December 1st, experienced announcer, very good appearance on camera, currently employed in 200,000 market, photo available. Married, college, 7 years radio. Minimum $125. Prefer southwest. Box 761G, BROADCASTING.

Newscaster with compelling voice writes clear, crisp professional newscasts radio and television. Network and local news background. Dependable family man. Box 776G, BROADCASTING.

Technical

Color experience 6 years in studio operation construction and maintenance. Family man, desires good pay and security. Box 781G, BROADCASTING.

Married, 28, have first, willing to travel, have training, need experience, desire to work in a tv station or transmitter as an engineer. Box 787G, BROADCASTING.

Production-Programming, Others

Sportscaster, seven years, big ten sports. Now with O&O newsroom. Vet, MSJ, pilot, professional photographer. Box 619G, BROADCASTING.

Top announcer, personality, news. Age 28, married, family, wealth of experience including network tv. Strong commercials. Presently employed. Relocate west of Mississippi. Minimum $600. Resume. Box 721G, BROADCASTING.

News director employed medium market wants staff job or better with larger news operation. Experienced movie cameraman (personally filmed over 1500 stories and SOF past two years), film editor, writer of daily newscasts. Authoritative on-camera delivery. Veteran, degree. Box 724G, BROADCASTING.

New ideas. Three years network production and creative experience. Single. Travel anywhere. Box 745G, BROADCASTING.

Photographer: Well experienced and educated. For last two years have handled all news and commercial photography for midwest station. Excellent references. Will relocate anywhere. Box 750G, BROADCASTING.

TV traffic manager. Experienced, single, female. Complete resume on request. Box 755G, BROADCASTING.

Make your local look like net with top-notch television operations manager and program director. Experience all phases. On-camera everything, young, energetic. B.S. radio and television. Work is middle name. Currently employed in top-rated vhf. Wants progressive station. Box 768G, BROADCASTING.

Starter—Any tv production assignment, camera, floor manager, audio, td, or any studio and control room operations. College grad, communications. Double as announcer. Draft exempt. Will travel immediately. Good references. Box 777G, BROADCASTING.

Director with 7 years experience in film and live tv directing wishes to relocate. Currently employed in large midwest indie tv station as director. Family man. Box 778G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

TV cameraman. 2 years with large vhf station (now black). Experience studio, control room, promotion, sales, record hops for top dj's, record promotion, full of ideas, loves to hustle. Or radio program director (new station). Prefers east, New England and south. Write Box 782G, BROADCASTING.

Top tv program and production director, also excels in announcing. Five and half years tv. Age 34, single. Eleven years same station. Currently employed as program production director. Excellent references from present employer. Interested in Rocky Mountain, southwest or west. Tape and photo available on request. Owen C. Moore, Jr., Box 670, Roswell, N. M.

FOR SALE

Stations

West. Ideal climate. Daytime, music and news. Big market. Box 731G, BROADCASTING.

Florida station, 1 kw in small market. A neat well run operation, accepted in market. Can be leased-purchased with $10,000 down. All equipment nearly new. Write Box 741G, BROADCASTING.

Rocky Mountain high profit full timer. Top rated in market. Annual gross $135,000. Priced at less than gross for cash, or 1¼ times gross on terms. Excellent real estate included. Box 744G, BROADCASTING.

Gulf coast fulltimer, making money. $175,000, 29% down. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Gulf south states small market stations (7), prices ranging $35,000 to $125,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

New England small market stations (3), $50,000; $100,000; $200,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Florida medium market stations (4) $90,000 to $225,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment

Used rear screen projector, good condition $750. Box 784G, BROADCASTING.

Two RCA 70B vertical/modified lateral turntables, excellent mechanical condition. NAB filters. Minus 20 dbm out, individual booster amplifiers. One precision four channel RCA frequency-limit monitor, type 303A, 1.5 to 45 mc. Work shops associates type 3XA colinear antenna, 152 to 162 mc, 3 db gain horizontal nondirectional. Fine for relay pickup. Technical Director, KXYZ, Houston.

Several second-hand galvanized Stainless, Inc. AM Towers. Ace High Tower. Box 55, Greenville, North Carolina.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. Box 732G, BROADCASTING.

Cash for profitable or unprofitable station in western Pennsylanvia or N. Y. No brokers. Box 742G, BROADCASTING.

Operator-owner wishes to buy medium market am station. Approximately $50,000 down. Box 767G, BROADCASTING.

WANTED TO BUY

Equipment

Western Electric consoles model 23, turntables, microphones and what have you. Box 736G, BROADCASTING.

Used 250 fm complete with monitors. Immediate need. State best price and condition. Box 737G, BROADCASTING.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

Used studio console or consolette, in working condition. WBSR, P. O. Box 5668, Pensacola, Florida.

Tape playback machine-Presto PB-17. Radio Station WMHE, 4665 W. Bancroft St., Toledo 7, Ohio.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Announcers

WANTED . . . No. 1 Deejay for No. 1 Station. Send tape, photo, resume now!

Box 725G, BROADCASTING.

MORNING MAN NEEDED IN MAJOR SOUTHERN MARKET. EXCELLENT SALARY FOR RIGHT MAN. SEND TAPE, RESUME, PHOTO TO:

BOX 747G, BROADCASTING.

Production-Programming, Others

WANTED AT ONCE

For WPOM, 5000 watt Daytimer—Opening about December 15. Top-flight Program Director, also First Ticket Comboman. Rush complete resume, tape, photo, salary expected to William A. Knight, General Manager, WPOM, P. O. Box 1470, Pompano Beach, Florida.

TELEVISION

Help Wanted

Announcers

TV & RADIO ANNOUNCER

to do top grade commercial radio-TV air work in market of over 550,000 sets. TV experience preferred, but will consider TV potential if no experience. Send tape, photo, qualifications data to Program Manager, WAVE-TV, 334 E. Broadway, Louisville 2, Kentucky.

FOR THE RECORD *continued from page 112*

continue operating station WLWI on ch. 13 without prejudice to any action Commission may take in its ultimate determination, and (3) dismissed as moot pleading by WIBC for disqualification of Comr. T. A. M. Craven in this proceeding since Comr. Craven will not participate in any of further proceedings ordered by Court in this matter.

By memorandum opinion and order, Commission (1) granted motion by Gillespie Bcstg. Co. (KNAF), Fredericksburg, Tex., to strike reply of Red River Valley Bcstg. Corp. (KRRV) Sherman, Tex., and (2) denied petition by KRRV for stay of effective dates of Sept. 4 decision granting application of KNAF to change facilities from 1340 kc, 250 w unl., to 910 kc, 1 kw D, and of subsequent issuance of construction permit to KNAF, pending action upon KRRV petition for rehearing. Comr. Lee voted for stay in dissenting statement.

By memorandum opinion and order, Commission denied motion by Cleveland Bcstg. Inc. (WERE), Cleveland, Ohio, to enlarge and change issues in proceeding on application of County Bcstg. Co. for new am station to operate on 1300 kc, 1 kw D, in Clarion, Pa. Comr. Lee concurred; Comr. Cross dissented.

By memorandum opinion and order, Commission denied petition by Crawfordsville Bcstrs. Inc., Crawfordsville, Ind., to reopen record in proceeding on its application and that of J. E. Willis, Lafayette, Ind., for new am stations to operate on 1410 kc, 1 kw D, DA, to inquire into Willis' financial qualifications. Initial decision of Mar. 19 looked toward granting Willis and denying Crawfordsville.

Hearing Examiner H. Gifford Irion issued second supplement looking toward setting aside initial decision and first supplement and denying application of Town and Country Radio Inc., for new am station to operate on 1150 kc, 500 w D, DA, in Rockford, Ill.

Commission on Nov. 19 directed preparation of document looking toward denying petition by Jackson Bcstg. & Television Corp. for stay of effective date of Sept. 3 decision which granted applications of Television Corp. of Michigan Inc., and State Board of Agriculture for new tv stations—commercial and educational, respectively—to operate on ch. 10 on share-time basis in Onondaga, Mich., conditioned that State Board of Agriculture surrender its permit for educational station WKAR-TV, ch. 60, East Lansing, Mich., and which denied competing applications of Triad Television Corp., Booth Bcstg. Co., and Jackson Bcstg. & Television Corp. seeking same channel in Parma, Mich. Petition for rehearing filed by Jackson is pending Commission consideration. Announced Nov. 19.

Commission on Nov. 19 directed preparation of document looking toward denying application of Greenwich Bcstg. Corp. for new am station to operate on 1490 kc, 250 w unl., in Greenwich, Conn. Dec. 19, 1957, initial decision looked toward action. Announced Nov. 19.

Commission on Nov. 19 directed preparation of document looking toward denying petition by Straits Bcstg. Co. for reconsideration of July 28 decision which granted application of Midwestern Bcstg. Co. for new tv station to operate on ch. 4 in Cheboygan, Mich., and denied competing application of Straits. Announced Nov. 19.

TELEVISION

Help Wanted

Technical

We are looking for men who want commercial or military field engineering assignments in the installation and servicing of television systems at domestic and overseas locations. Excellent starting salaries and living allowances.

Applicants should be thoroughly grounded in overall television station or radar system maintenance, have two or more years accredited technical school training and three years experience.

All replies held in strict confidence. Send resume to Supervisor, Field Engineering,

Dage Television Division
Thompson Ramo Wooldridge Inc.
Michigan City, Indiana

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on November 12

Granted petition by Broadcast Bureau for extension of time to Nov. 10 to file exceptions to initial decision in proceeding on am applications of Historyland Radio and Star Bcstg. Corp., Fredericksburg, Va.

By Hearing Examiner Herbert Sharfman on November 13

Granted petition by Alvarado Television Co. for extension of time from Dec. 1 to Jan. 12, 1959, to file proposed findings of fact and conclusions and to Jan. 26 for replies in proceeding on application of Video Independent Theatres Inc. (KVIT), Santa Fe, N. M., for mod. of cp.

Continued hearing from Nov. 17 to Dec. 22 on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license and Livesay Bcstg. Co., for new tv station to operate on ch. 10 in Terre Haute.

Scheduled prehearing conference for Dec. 4 on applications of KPOJ Inc., et al., for new tv stations to operate on ch. 2 in Portland, Ore.

By Hearing Examiner Charles J. Frederick on November 13

On own motion scheduled oral argument at 9 a.m., Nov. 19 on question of whether present hearing scheduled should be modified, and dismissed as moot joint petition by four applicants for revision of hearing schedule in proceeding on applications of Community Telecasting Corp., Moline, Ill., et al., for cps for new tv stations to operate on ch. 8 in Moline, Ill.

Granted petition by Binder-Carter-Durham (WAMM), Flint, Mich., for leave to amend its am application to specify an additional tower and change directional ant. pattern in consolidated proceeding.

Ordered that engineering exhibits in proceeding on application of Irving Braun (WEZY), Cocoa, Fla., for mod. of cp, shall be exchanged on or before Dec. 4, and that hearing shall commence at 9 a.m., Dec. 12.

By Hearing Examiner Millard F. French on November 13

Continued prehearing conference from 9 a.m., Nov. 18, to 9 a.m., Nov. 26, on am application of Cherokee Bcstg. Co., Centre, Ala.

Granted petition by Henderson County Bcstg. Co. (KBUD), Athens, Tex., for continuance of date for exchanging enginering exhibits from Nov. 14 to Nov. 28 in proceeding on its am application and that of University Advertising Co., Highland Park, Tex.

By Hearing Examiner Thomas H. Donahue on November 12

On motion of Pan American Radio Corp., Tucson, Ariz., and with consent of all other parties to proceeding on its am application and that of Vernon G. Ludwig, Benson, Ariz., continued hearing from Nov. 17 to Nov. 18.

By Hearing Examiner Basil P. Cooper on dates shown

Granted motion by Columbia Bcstg. System Inc., for extension of time from Nov. 14 to Nov. 21 to file reply findings and conclusions in proceeding on am application of Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn. Action Nov. 12.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted petition by Eleven Fifty Corp., Capitol Heights, Md., to extent that it seeks dismissal of its application and denied in other respects; dismissed application with prejudice and retained in hearing status remaining am applications in consolidated proceeding. Action Nov. 12.

Scheduled hearings on dates shown in following proceedings: Jan. 7—Applications of KPOJ Inc., Portland, Ore., et al., for new tv stations to operate on ch. 2 in Portland, Ore.; am application of Oroville Bcstrs. (KMOR), Oroville, Calif., for renewal of license and application of James E. Walley for am facilities in Yuba City, Calif. Jan. 9—am applications of Russell G. Salter Inc., Dixon, Ill., et al.; Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and John Laurino, Scotland Neck, N. C. Actions Nov. 7.

By Hearing Examiner Millard F. French on November 12

Continued hearing from Nov. 12 to Dec. 3, 4 p.m., in matter of assignment of call letters KOFY to Intercontinental Broadcasting Corp. for its am station in San Mateo, Calif.

By Hearing Examiner J. D. Bond on November 12

Granted petition by W. A. Pomeroy, Tawas

City-East Tawas, Mich., to enlarge the scope of further hearing to commence on Nov. 17 on his am application, et al.; reopened record and enlarged issues to permit offering of additional evidence by Pomeroy relating to electrical interference between his proposed station and newly constructed station in Blind River, Ontario.

By Hearing Examiner Charles J. Frederick on November 12

Granted petition by Kenneth G. and Misha S. Prather, Boulder, Colo., for leave to amend their am application to specify power of 500 w in lieu of 1 kw.

By Commissioner Robert T. Bartley on November 10

Granted petition by Herbert Muschel for extension of time to Nov. 19 to file exceptions and requests for oral argument in proceeding on his application for new fm station in New York, N. Y., et al.

Granted motion by Plains Television Corp. (WICS, ch. 20), Springfield, Ill., for extension of time to Nov. 17 to file response to oppositions to Plains' petition to intervene, enlarge issues, etc., in proceeding on applications of Wabash Valley Bcstg. Corp., for renewal of license of station WTHI-TV (ch. 10) Terre Haute, Ind., and Livesay Bcstg. Co., for new tv station to operate on ch. 10 in Terre Haute.

By Hearing Examiner Jay A. Kyle on November 10

Closed record in proceeding on application of South Kentucky Bcstrs. (WRUS), Russellville, Ky., and ordered applicant to file proposed findings of fact and conclusions by Dec. 8, and reply findings, if any, by Dec. 19.

By Hearing Examiner Thomas H. Donahue on November 10

Issued order governing course of hearing on am applications of M.V.W. Radio Corp., San Fernando, Calif., et al.—exchange of engineering exhibits, Jan. 5, 1959; engineering conference, Jan. 15, 1959; future prehearing conference, Feb. 2, 1959, and hearing Feb. 5, 1959.

By Hearing Examiner Annie Neal Huntting on November 10

Granted joint motion by Wabash Valley Bcstg. Corp., and Illiana Telecasting Corp., for continuance of dates designated for various procedural steps in proceeding on their applications for new tv stations to operate on ch. 2 in Terre Haute, Ind.—for exchange of exhibits from Nov. 10 to Jan. 12, further prehearing conference from Nov. 19 to Jan. 21, and hearing from Dec. 1 to Feb. 2, 1959.

By Hearing Examiner Millard F. French on November 10

On own motion, continued prehearing conference from Nov. 12 to Dec. 3 in proceeding on am application of South County Bcstg. Co., Wickford, R. I.

By Hearing Examiner Forest L. McClenning on dates shown

Granted petition by Valley Telecasting Co. (WFRV-TV, ch. 5), Green Bay, Wis., except as to date requested for exchange of affirmative evidence in proceeding on application of M & M Bcstg. Co. (WMBV-TV, ch. 11), Marinette, Wis.; on own motion, extended to Nov. 12 date for exchange of affirmative evidence and hearing is continued to Nov. 18, at 2 p.m. Action Nov. 6.

Received in evidence CBS Radio's Exhibit 12 and closed record in proceeding on fm application of South Bay Bcstg. Co. (KAPP), Redondo Beach, Calif. Action Nov. 10.

By Hearing Examiner H. Gifford Irion on dates shown

Reopended record on am applications of Fox Valley Bcstg. Co., Geneva, Ill., Radio Wisconsin Inc. (WISC), Madison, Wis., and Logansport Bcstg. Corp., Aurora-Batavia, Ill., and scheduled oral argument on petition by Logansport for leave to amend its application for Nov. 12 at 2 p.m. Action Nov. 10.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of November 14

WICC-AM-TV Bridgeport, Conn.—Granted acquisition of positive control by **Philip Merryman**, individually, through purchase of stock from estate of **G. Gresham Griggs.**

KBRC Mount Vernon, Wash.—Granted license covering increase in daytime power and installation new trans.

KALT Atlanta, Tex.—Granted cp to install new trans.

WMBN Petoskey, Mich.—Granted cp to install new ant. system and increase height of tower.

WSOM Salem, Ohio—Granted mod. of cp to change type trans.; condition.

WBAB-FM Babylon, N. Y.—Granted mod. of cp to change type of ant.; increase ERP to 670 w; ant. height to 110 ft.; conditions.

KBRO Bremerton, Wash.—Granted mod. of cp to change ant.-trans. location; make changes in ground system and change type trans.; remote control permitted.

KFRC-FM San Francisco, Calif.—Granted mod. of cp to change ant.-trans. location; change studio location and remote control point, and ant. system; condition.

Following stations were granted extensions of completion dates as shown: WNSM Valparaiso-Niceville, Fla., to 2-13-59; KBRO Bremerton, Wash., to 3-20-59; KRCW (FM) Santa Barbara, Calif., to 5-15-59; KBCA (FM) Los Angeles, Calif., to 1-30-59; WRED (FM) Youngstown, Ohio, to 1-15-59; WCUE-FM Akron, Ohio, to 6-30-59; KNOP (TV) North Platte, Neb., to 1-1-59.

KGLA Los Angeles, Calif.—Granted change of remote control authority (second remote control point).

WPIN St. Petersburg, Fla.—Granted change of remote control authority.

Actions of November 13

KDEC Decorah, Iowa—Granted cp to change ant.-trans. location and install new ant. system; remote control permitted.

KWLC Decorah, Iowa—Granted cp to change ant.-trans. location and install new ant. system; remote control permitted.

KDAY Santa Monica, Calif.—Granted request to cancel license for aux. trans.

WLOE-FM Leaksville, N. C.—Granted authority to operate at reduced power from 6 kw to 4 kw pending application for license to operate on reduced power.

KVHC O'Neill, Neb.—Granted extension of authority to sign-off at 7 p.m. CST, for period ending 1-9-59.

Actions of November 12

WTIX New Orleans, La.—Granted license covering installation of new trans. as aux. trans. at present location of main trans.

WNRI Woonsocket, R. I.—Granted license covering installation of new type trans. and change studio and trans. location.

KSVC Richfield, Utah—Granted license covering increase of daytime power from 1 kw to 5 kw, installation new trans., make changes in ant. system and change type trans.

KILT Houston, Tex.—Granted license covering installation of new type trans. as aux. trans. at present main trans. site; and license covering installation new trans.

WAEL Mayaguez, P. R.—Granted cp to change ant.-trans. location.

WLAV Grand Rapids, Mich.—Granted cp to change ant.-trans. location, change ant. and ground system and install new trans.; remote control permitted.

WBBQ-FM Augusta, Ga.—Granted cp to replace expired cp to change ant.-trans. location; increase ERP to 19.3 kw; change ant. height to 682.2 ft.; make changes in ant.; remote control permitted.

WFKB Key West, Fla.—Granted mod. of cp to change type trans.

Actions of November 10

KTCB Malden, Mo.—Granted acquisition of positive control by **James D. Craft**, et al. (as family group) through death of **Charles W. Craft** and distribution of stock to **Mary Craft** and **Shelby Jean Craft.**

WTSV-FM Claremont, N. H.—Granted license covering ERP and ant. changes.

WMBD-TV Peoria, Ill.—Granted cp to change ERP to vis. 678 kw, aur. 339 kw; change type ant. and other equipment; ant. 670 ft.

WKTV Utica, N. Y.—Granted mod. of cp (authorized by order adopted 9-3-58) to change type directional ant. system; type trans., install alternate main trans.; and make other equipment changes; ERP vis. 20.4 kw DA, aur. 10.2 kw DA; ant. 1380 ft.

WSJG Miami, Fla.—Granted extension of completion date to 3-27-59.

Action of November 7

WKEY Covington, Va.—Granted change of remote control authority.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Nov. 19

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	42	97	579
FM	543	25	108	71
TV	432[1]	79	107	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 19

	VHF	UHF	TOTAL
COMMERCIAL	430	81	511[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,270	543	432[1]
CPs ON AIR (new stations)	37	19	76[2]
CPs NOT ON AIR (new stations)	98	111	109
TOTAL AUTHORIZED STATIONS	3,405	673	664
APPLICATIONS FOR NEW STATIONS (not in hearing)	452	33	49
APPLICATIONS FOR NEW STATIONS (in hearing)	114	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	566	62	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	414	26	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	460	26	57
LICENSES DELETED	0	0	2
CPs DELETED	0	0	1

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

NARBA Notifications

Notification under Provisions of Part III, Sec. 2 of North American Regional Broadcasting Agreement

550 kc

CFNB Fredericton, N. B.—50 kw, DA-2 U Class III. EIO 10-15-59 (PO: 550 kc, 5 kw DA-N III).

CFBR Sudbury, Ont.—1 kw, ND D Class III. Now in operation.

590 kc

CKAR Huntsville, Ont.—1 kw, DA-1 U Class III. Now in operation.

600 kc

CFCF Montreal, P. Q.—5 kw, DA-1 U Class III. Now in operation at new site with pattern notified on list #101.

620 kc

CFCL Timmins, Ont.—10 kw D, 2.5 kw N, DA-2 U Class III. EIO 10-15-59 (PO: 580 kc, 1 kw DA-1 III).

680 kc

CJOB Winnipeg, Man.—10 kw D, 2.5 kw N, DA-N U Class II. Now in operation.

730 kc

CJNR Blind River, Ont.—1 kw, DA-N U Class II. Now in operation.

800 kc

CHRC Quebec, P. Q.—10 kw, DA-1 U Class II. Now in operation.

980 kc

CFPL London, Ont.—10 kw D, 5 kw N, DA-2 U Class III. EIO 10-15-59 (PO: 980 kc, 5 kw DA-2 III).

1220 kc

CKDA Victoria, B. C.—10 kw, DA-1 U Class II. Now in operation.

1280 kc

CKDA Victoria, B. C.—5 kw, DA-1 Class III. Delete assign.—vide 1220 kc.

CJMS Montreal, P. Q.—10 kw D, 5 kw N, DA-2 U Class III. EIO 10-15-59 (PO: 1280 kc, 5 kw DA-1 III).

1340 kc

CKAR Huntsville, Ont.—0.25 kw, ND U Class IV. Delete assign.—vide 590 kc.

1380 kc

CKLC Kingston, Ont.—5 kw, DA-2 U Class III. Now in operation.

1400 kc

CKDH Amherst, N. S.—0.25 kw, ND U Class IV. Now in operation.

1570 kc

CHUB Nanaimo, B. C.—10 kw, DA-2 U Class II. EIO 11-15-58.

THE BEST DAMN SOUND IN THE WEST!

KDYL AM, KDYL FM and KTVT 4 UTAH NBC

Are Now Broadcasting STEREOPHONIC SOUND Daily...

130 Social Hall Ave. Salt Lake City 11, Utah
National Representatives: Katz Agency, Inc.

MONDAY MEMO

from **IVAN HILL,** *executive vice president, Cunningham & Walsh, Chicago*

Ivory tower is no place to run a store

It's time for advertising men to climb down from their ivory towers for a closer look at what is happening to the nation's political economy. While they are at it, they might also take an even closer look at their own professional techniques.

In this era of continuous and rapid changes, advertising men must be loyal to the free enterprise system. This sounds like a needless admonition, but stop and take a look around. We stand up and clap hands for free enterprise and democracy. We boast of American capitalism and economic freedom.

Yet too many advertising men and advertisers are right up in the front ranks of those who condemn the advertising profession and who criticize those who engage in it. It's amazing that we appear so concerned about maintaining America as the land of freedom and opportunity but at the same time relegate advertising to the political and economic doghouse.

For a decade or more many economists have placed increasing importance on advertising's part in this philosophy of constant change. They observe that advertising creates innovation and innovation creates advertising. We live in an era when the greatest sin is standing still. As technological differences disappear, advertising and brand names must play a far more important role in the selling of products. Are we recognizing the increasing burden and the new responsibility of advertising and brand names in building and protecting the individuality and the freedom of business enterprises?

It is well that we appreciate the economic aspects of advertising but what seriously concerns me is that we may be neglecting its political values. If advertising is essential to our increasing productivity and improving quality of products, then what is the political outlook if individual brand names lose out?

For the good of every individual business, for the good of our total economy, and for the welfare of our democracy, let's look at advertising with more regard and let's advertise with a deeper sense of public as well as private responsibility. Society itself will eventually determine whether it wants a nationalized, integrated economy. But while it is making up its mind, let's be sure that it doesn't move in that direction too fast because we didn't fight hard enough to build our own free and independent businesses and make future events justify themselves.

While advertising men take a thoughtful look at what's happening in the political scene, they must decide whether the whole concept of national advertising is keeping pace with economic evolution. Are advertisers close enough to the retailer's shelves and the factors that influence buying? Should the national advertising approach be adapted to the immediacy of retailing techniques?

The national advertiser should learn a lesson the successful retailer learned long ago—that the best way to build a good product or corporate image is to promote on a specific item basis with precise and complete product information rather than on the so-called institutional basis.

For several years Cunningham & Walsh has required its copy writers, art directors, radio-tv men, merchandising specialists and account executives to spend at least one week a year working at the retail level—in service stations, drug stores, supermarkets, etc., selling to the consuming public. Today, hundreds of case histories, developed by our own agency people at the point of sale, strongly suggest that the whole concept of national advertising must be primarily adapted to the immediacy of the retailing approach.

Some national advertisers and agencies still take a rather dim view of retail advertising, which can't be supported with as much expenditure for copy art and preparation as national accounts. Further, the topical nature of retail copy demands fast preparation. Even after allowing for these factors, many advertising people scoff at the quality of retail campaigns. But this attitude is changing—and rapidly. The new approach to national advertising is that of the modern merchant who demands that his advertising dollars should be closely related to sales results.

Media purchases should conform to distribution and sales patterns, with minimum waste in coverage and adequate flexibility. It is becoming increasingly difficult to justify expenditures for broad shotgun exposures of advertising messages to a faceless entity called the "national market."

Advertising copy should be more informative and immediate in its appeal to buy. Descriptive material should be basic and clear to show the individual quality and character of the product or service. The retailer has learned that much of his advertising is not designed to create wants but to inform—to tell how, why and where wants can be better satisfied.

The kind of company and kind of product should be clearly defined. When products are alike, people and personality make the difference, no matter whether they are in a store or in an advertisement. Retailers know how to present their message clearly. They have a short-range objective—today's sales today. They capture public interest with excitement, color, news, education and entertainment.

These merchants set a good example for the national advertisers because in today's expensive, complex and fast-moving consumer market you cannot build a company or a product brand image with the traditional approach. There is no magic in advertising unless related to sales at the point of sale.

The retail-minded advertiser or agency knows there is no more important use of good art, copy and creative talent than for promotion and merchandising aids. Advertising and promotion programs should be fully integrated.

The need for more retail-mindedness in national advertising is part of the movement of our times.

There are major economic, political and sociological factors working for rapid change that make imperative the development of advertising and marketing programs of directness and immediacy.

The creative direction for national advertising must do almost the same job as the local merchant in moving goods.

Ivan Hill, born in Louisiana and attended grade school and high school in Arkansas. Principal college work was obtained at the U. of Washington, but he was graduated from the U. of California in Los Angeles. Began advertising career on the West Coast working with newspapers, radio stations, and network. He went to Chicago to enter the advertising agency business. After a number of years of operating his own agency, he merged with Cunningham & Walsh Inc., and is now executive vice president of Cunningham & Walsh in Chicago. Married and lives in Winnetka, Ill., with his wife and their three children—blond, redhead and brunette.

Shooting Out the Light

TELEVISION is the victim of a hatchet job in a piece which will appear in the December issue of *Fortune* magazine.

The title of the piece is "Tv: The Light that Failed"—and that is only the beginning, literally. What the piece says, in endless ways, is summarized neatly in an accompanying blurb: "Another season of second-rate programming has started tv on a self-destructive cycle: program mediocrity reduces audience, reduced audience weakens the medium's economics, weakened economics seems to bring on more mediocrity."

This venture into subjective journalism can be challenged on a number of scores. One of the most obvious is what *Fortune* calls television's "exotic economics." No one questions—unless it be the Barrow Committee or certain elements of Congress—that television's economics can be difficult. Yet can *Fortune,* or print media generally, claim to have come through the recession with billings higher than before? Television *can* make that claim.

Audiences are less bewitched with television than they used to be—so goes another theme of the *Fortune* article. The facts do not justify any such conclusion. Actually, viewing per tv home is running about the same, sometimes higher than a year ago, sometimes a little lower. For the past September it was 260 minutes a day per home as against 274 in September 1957. How much time per day is spent with *Fortune?* Or with all printed media?

Overall, the aim of *Fortune* seems clear: make television look like a bad media buy.

Some advertisers may get that notion, but any number of them can cite their own case histories in proof that this is not true. In the meantime we suggest that, next time, *Fortune's* editors begin by consulting their colleagues, the television stations owned and operated by Time-Life-Fortune (TLF) Broadcasters Inc., which contribute so notably to the fortunes of the Luce empire.

Testimonials

THERE was a full house at the Radio Advertising Bureau's National Radio Advertising Clinic last week, but it's a pity that *all* advertisers couldn't be there. It was just about the best forum imaginable to convince doubting Thomases that radio can sell more, for less, for everyone.

One after another, advertisers took the stand to tell how radio had meant money in the bank for them. Officials representing such diverse products as tomato paste and ice cream bars, macaroni and air lines, a motor oil additive, wines and sterling silver paraded their success stories in a program that could not fail to inspire new confidence in the medium.

There was even one advertiser, B. J. Wiernik of Mogen David Wine Corp., who is using radio heavily this year without any hard experience to justify it. His company, he said, was influenced by an RAB presentation—and an awareness of a growing trend toward radio. If Mr. Wiernik had any serious doubts about the results of the move to radio they weren't apparent. And if he did have doubts, they should have been put to rest by the next speaker, Martin Morici of Contadina Foods, who pointed out that his firm turned to radio in 1954 with such success that "we were actually completely out of product long before the new crop of tomatoes was ready for harvesting."

That's the way it went throughout the session—one success story after another. RAB is to be complimented; so is radio.

A Loaded Committee?

THE mission of the newly appointed Special Advisory Committee on Telecommunications is to recommend means of tidying up the government's housekeeping in the communications field.

Undeniably, present arrangements are untidy. The FCC, by Congressional mandate, manages allocations and licensing in all areas of the spectrum except those used by the federal government. The substantial parts of the spectrum used by government are under the President's control. Division of management creates inefficiency.

Strictly as a matter of good administration it would make sense to create some kind of agency with general authority over spectrum allocations.

But what kind of agency should it be?

It is that question which will trouble broadcasters when they examine the composition of the telecommunications advisory committee that was established last week. It includes two former executives of the telephone company, a retired Army signal officer and an academician who, on a previous government assignment, issued recommendations which broadcasters did not find particularly reassuring. The only member with a broadcasting background is Frank Kear, a consulting engineer.

Drawn for BROADCASTING by Sid Hix

"To hell with the market figures in my ad, Smedley. What's the model's phone number?"

No matter how well-intentioned its members may be, the committee is oriented by background more toward communications uses of the spectrum than toward broadcast uses. For broadcasters there may be further concern in the reasons given by Leo A. Hoegh, director of the Office of Civil and Defense Mobilization, for the committee's creation. Here is a quote from his announcement:

"Mr. Hoegh said that rapidly changing technology and changing needs in both government and non-government areas are presenting increasingly difficult problems in telecommunications management. The situation, he said, is becoming no less complicated by developments in satellites and space vehicles as well as defensive weapons systems and civil defense communications."

We fail to find in those sentences any reference to the important developments in television and radio broadcasting which also are difficult problems in telecommunications management.

Yesterday's Heroes

IN its conduct of hearings in the Pittsburgh case the House Oversight Subcommittee has acted like a faded matinee idol removing his pants on Hollywood Boulevard in a last convulsive effort to attract attention.

The spectacle has been both unrewarding and indecent.

It is time the subcommittee retired from the public scene.

There is no denying that the subcommittee was a celebrity at the peak of its career. Its investigations led to the indictment of an FCC commissioner and the resignation of the President's principal aide.

But the peak of its career is long past. In recent months the subcommittee has been groping. It has found nothing new of consequence. Yet it has persisted in pawing through hearsay and rumor in public.

It first brought the Pittsburgh case to public view two months ago when it put one of its own investigators on the stand and let him testify—under immunity from libel action—to what he frankly admitted was hearsay information.

No committee with the most elementary respect for morality or law would have condoned that procedure. Yet the Oversight Subcommittee followed its first gross error with another. Last week and the week before it summoned other witnesses to compound the hearsay testimony.

What was the subcommittee seeking to accomplish? Certainly it could not have believed it would discover, during public hearings, new evidence which its investigators had been unable to turn up. Notoriety must have been its purpose.

As reported elsewhere in this issue, some members of the subcommittee are talking about its perpetuation. On its recent record, it deserves to be dissolved.